

# **Afrika Festival Tübingen 2026 – Strategic Partnership Offer & Conditions**

Afrika Festival Tübingen 2026 introduces a strategic shift toward an outsourced festival delivery model, creating structured partnership opportunities for experienced operators, cultural organisations, and social enterprises.

This document outlines the partnership offer, framework, and conditions for the 2026 edition.

## **1. Festival Overview**

Event: Afrika Festival Tübingen (AFTÜ)

Dates: June 04–07, 2026

Location: Tübingen, Germany

CEO: Susan Tatah

The 2026 edition prioritises institutional development, volunteer recognition, and the launch of the Afrikafestival Tübingen Academy (AFTA).

## **2. Strategic Partnership Model**

Unlike previous editions, the 2026 festival operates under an outsourced delivery model. Sector partners assume operational responsibility while aligning with the festival's cultural values.

## **3. Partnership Sectors**

- African Food Sector with Vendors - Professional Chefs, Caterers: Suitable for Hotels & Hospitality Sector with Tourist Attractions etc
- African Cultural Market with Exhibitions and Sales – Suitable for Museums, Tourism & Cultural Centers, Malls with African Products and locally made brands
- Stage & African Artist Management – Suitable for Labels, Agencies and Cultural, Tourism Promoters..
- African Drinks & Beverages – Country's Drink and Beverages complimentary to Food Sector
- Children's Program – For Schools, Civil Society Organizations, Foundations, Institutions
- Infrastructure & Facilities
- Strategic & Institutional Sponsorship – Suitable for Public and Private Sectors

## **4. Partner Responsibilities**

Partners are responsible for full sector delivery - compliance, logistics, quality assurance, and financial management. AFTÜ support services include – contacts, staffs on the ground at expense of Partner etc

## **5. Festival Commitments**

Afrika Festival Tübingen provides branding visibility, curatorial oversight, communications support, and institutional endorsement.

## **6. Financial & Legal Conditions**

Financial models may include revenue sharing, fixed partnership fees, or hybrid agreements. All partners must comply with German legal and safety regulations.

## **7. Application & Selection**

Interested partners submit a concept proposal including experience, delivery plan, and financial model. Final selection rests with the Festival CEO.

## **8. Values & Cultural Integrity**

All partnerships must respect African cultural dignity, anti-discrimination principles, and the long-term vision of Afrika Festival Tübingen.

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