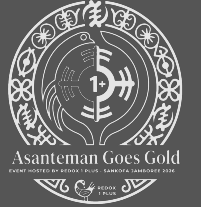




SANKOFA JAMBOREE: ASANTEMAN GOES GOLD

REDEFINING HERITAGE, EMPOWERING YOUTH, CELEBRATING CULTURE.





“

"WE AREN'T JUST LAUNCHING A FESTIVAL; WE ARE LAUNCHING A MOVEMENT TO BRING OUR CULTURE BACK TO THE FOREFRONT OF THE MODERN WORLD."

”

REDOX 1 PLUS

ASANTEMAN GOES GOLD

SANKOFA JAMBOREE: ASANTEMAN GOES GOLD?

THE WHAT, WHY, WHERE AND WHEN.





#ASANTEMANGOESGOLD

WHAT IS SANKOFA JAMBOREE?

Known as the "Mother of All Festivals," Sankofa Jamboree is the definitive cultural umbrella under which all Ghanaian festivals and diverse traditions unite. It is a premier cultural movement and institution dedicated to the preservation and modernization of our collective heritage. Founded on the principle of "Sankofa"—reaching back to move forward—we seek to entertain while we educate. Our mission is to provide a single, massive platform that repackages traditional festivals for a global audience, ensuring our rich history remains vibrant, relevant, and accessible to the youth and the diaspora.

#ASANTEMANGOESGOLD

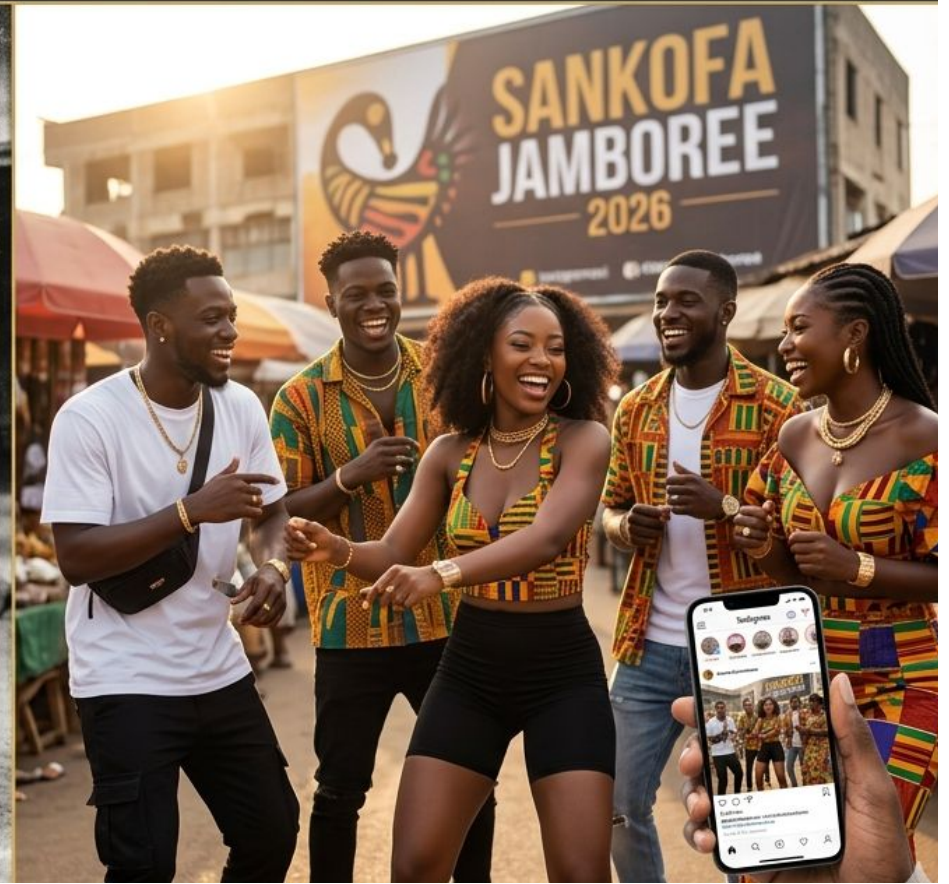
WHAT IS ASANTEMAN GOES GOLD?

"Asanteman Goes Gold" is the historic 2026 Kumasi edition of the Sankofa Jamboree. This week-long celebration serves as a powerful homecoming for the sons and daughters of the land, focusing specifically on the majestic traditions of the Ashanti Kingdom and other tribes found in Ghana. It is a strategic effort to revitalize lost cultural practices, create local jobs, and position Kumasi as a global destination for cultural tourism and economic partnership.

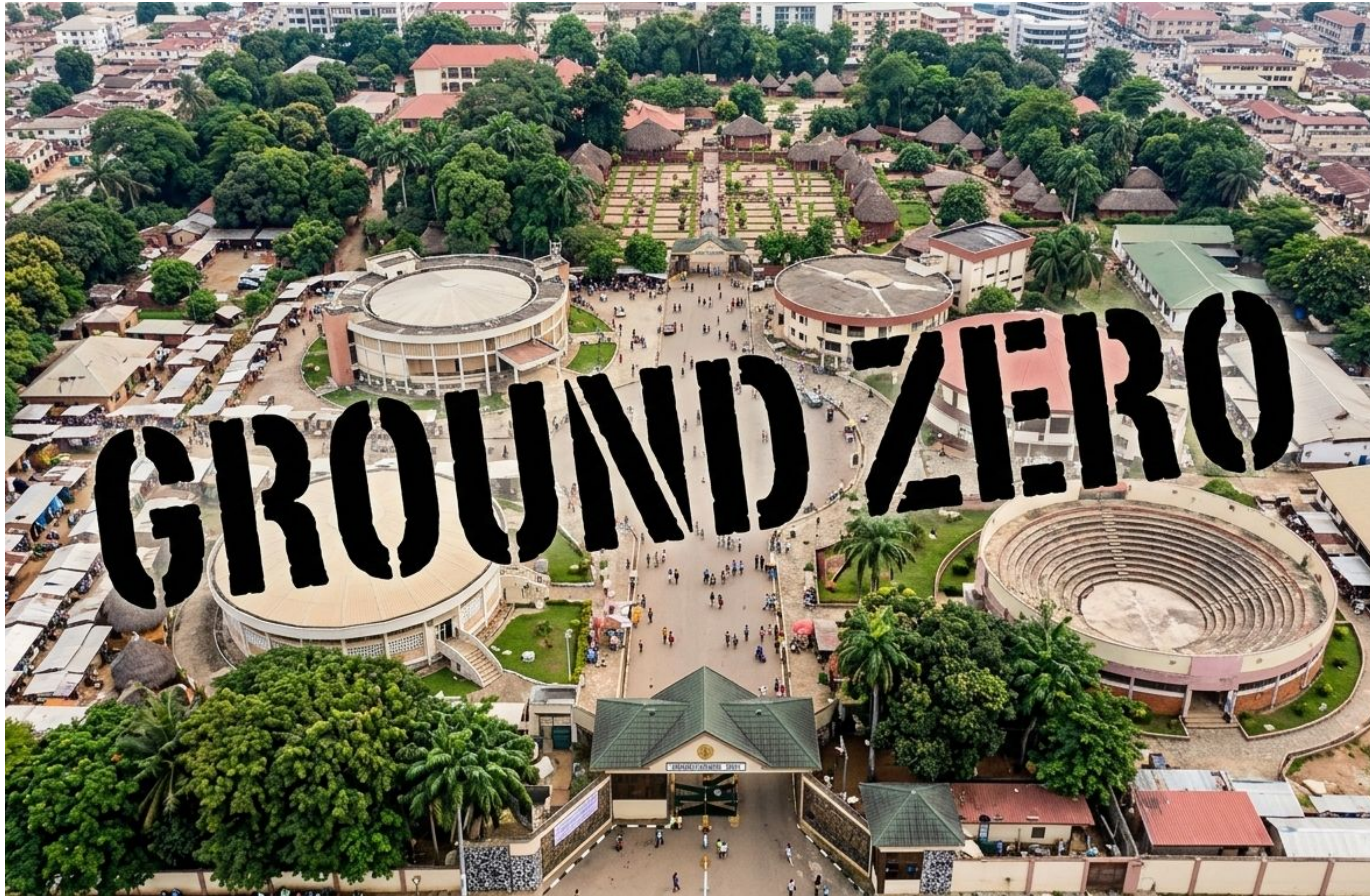




WHY SANKOFA JAMBOREE?



“The youth are losing touch with our roots. Sankofa Jamboree is the bridge that repackages our history into a language the world wants to speak.”



#ASANTEMANGOESGOLD

THE WHERE? CNC: GROUND ZERO

The Centre for National Culture (CNC) isn't just a venue; it is the heartbeat of our operations. Nestled in the historic core of Kumasi, the CNC serves as the ultimate theater for "Asanteman Goes Gold." We are transforming the entire grounds into an immersive cultural ecosystem. Every corner—from the craft villages to the open-air theaters—will be activated.

#ASANTEMANGOESGOLD

THE WHEN?

December is when the world looks to Ghana. By hosting the Jamboree in December, we tap into the massive influx of the Diaspora and international travelers.

We are positioning "Asanteman Goes Gold" as the crown jewel of the December calendar—the "must-attend" event that climaxes the year.

With the Harmattan haze providing a classic Saharan backdrop and the festive spirit in the air, December offers the perfect atmosphere for our **Street Carnival** and **Gospel Rock Show**.



ASANTEMAN GOES GOLD

EVENT HIGHLIGHTS

Our headline events are the pillars of the festival, designed to showcase the "Gold Standard" of Ashanti culture.





DAY 1 - 21ST DECEMBER

FREE COMMUNITY HEALTH SCREENING

True wealth is health, and the Sankofa Jamboree begins with a profound commitment to the people of Kumasi. This is not just a festival kick-off; it is a life-saving intervention. We are providing a comprehensive medical hub where every citizen can access vital screenings—from blood sugar and hypertension to specialized female wellness services like cervical screenings.



DAY 2- 22ND DECEMBER

THE ART & FOOD BAZAAR - SANKOFA COOKCATHON

While the Bazaar runs all week as a commercial engine for local artisans, the **Sankofa Cookcathon** is its centerpiece. Witness a fierce cooking competition where traditional Ghanaian recipes—passed down through generations—are reimagined with modern, international flair. From the smoky aroma of authentic firewood jollof to the intricate plating of "Golden" fufu, this is where the kitchen becomes a stage.





DAY 3 - 23RD DECEMBER

GOLDEN THREADS FASHION SHOW

Witness the evolution of the Ashanti soul through the lens of high fashion. "Golden Threads" is a high-profile showcase where the world's most talented local designers take traditional hand-woven fabrics—Kente, Fugu, and beyond—and transform them into avant-garde, modern silhouettes. This is where the loom meets the luxury runway, proving that our ancestral patterns are the "gold standard" of global style.

DAY 4 - 24TH DECEMBER

GRAND DURBAR & YOUTH LEADERSHIP

This is where the wisdom of the elders meets the ambition of the youth. The Grand Durbar is a majestic assembly of royalty, featuring youth representatives from various palaces and chief stations across the Ashanti Kingdom. More than just a display of pomp and pageantry, this event serves as a **leadership masterclass**. Young leaders will showcase the sacred arts of traditional greetings, the profound meanings of Kente patterns, and the discipline of Ashanti court etiquette.





DAY 5 - 25TH DECEMBER

THE STREET CARNIVAL.

This is a massive, high-energy procession that merges corporate branding with cultural ecstasy. Starting from the gates of **KNUST** and surging through the city to the **Centre for National Culture**, the Street Carnival is a moving tapestry of branded floats, music trucks, and thousands of participants. It is a bold statement of modern Ashanti identity—vibrant, loud, and unapologetically gold.

DAY 6 - 26TH DECEMBER

GOSPEL ROCK SHOW

We crown the week by lifting our voices in a night of soul-stirring worship and high-octane praise. The Gospel Rock Show is the spiritual heartbeat of the Sankofa Jamboree, bringing together the finest gospel ministers and worshipers for a "climax" that transcends music. It is a night of gratitude to the Almighty for the success of the festival and a prayer for the continued prosperity of Asanteman.



ASANTEMAN GOES GOLD

OTHER HIGHLIGHTS

The festival experience extends beyond the main stage through a series of specialized "Impact Programs.





SIDE ATTRACTIONS

SANKOFA HERITAGE BUS TOUR

The Sankofa Heritage Bus Tour is a dedicated, immersive journey that takes participants beyond the festival grounds and into the sacred heart of the Ashanti Kingdom. From the hidden histories of ancient palaces to the legendary landmarks of the Garden City, this tour is an educational journey. Guided by expert historians, guests will uncover the "why" behind the symbols and the "how" behind the empire.

ASANTEMAN GOES GOLD

MICRO ZONES

The Micro-Zones are strategically designed "Activation Hubs" scattered across the Centre for National Culture grounds. While the main stage handles the large-scale spectacles, these zones provide **continuous, decentralized engagement**. They are the "connective tissue" of the Sankofa Jamboree, ensuring that there is never a "quiet moment" for the attendee.



THE "ADINKRA VILLAGE"

This is an Interactive Craft Station. Its a hands-on pavilion where guests don't just buy art—they make it. Provide large communal canvases or smaller wooden blocks for guests to try **Adinkra Stamping** or **Clay Pottery**.



ANANSESEM CIRCLES

A quiet, shaded area with traditional stools where "Kyeame" (linguists) or professional storytellers share the myths and legends of different tribes.



"AHENNIE" - ROYAL PHOTOSHOOTS

A premium, beautifully decorated "set" that mimics an Ashanti palace interior. Guests can pay a small fee to be draped in high-end Kente and hold traditional regalia (like a fly-whisk or gold-plated staff) for a professional photo.

ASANTEMAN GOES GOLD

MICRO ZONES

Unlike traditional festivals where the crowd is forced to focus on one single point, our Micro-Zones allow for a **personalized journey**. A family might spend an hour in the *Adinkra Village* while a tech enthusiast explores the *Virtual Heritage Hub*, all while the *Sankofa Cookcathon* is happening nearby. This prevents overcrowding and ensures that every guest—regardless of age or interest—finds their "home" within the grounds.



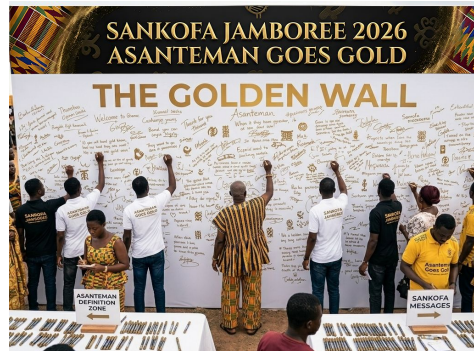
THE GAMES OF THE LAND

A competitive area for traditional games like **Oware**, **Ampe**, and **Draughts**. You could hold "Mini-Tournaments" every two hours with small prizes from sponsors.



SPONTANEOUS "AKOM" & DRUMMING CIRCLES

Instead of a fixed stage, have a mobile troop of drummers and "tall palanquin" masquerades move through the crowds every hour to create "pop-up" energy.



THE "GOLDEN WALL"

A massive white wall where every guest is invited to write what "Asanteman" or "Sankofa" means to them using gold markers.

ASANTEMAN GOES GOLD

THE DIGITAL GATEWAY

We are making history accessible. Whether you are a tech-savvy youth or a traditional elder, our platform is designed to ensure no one is left behind in the registration process.





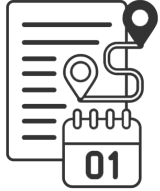
UNIVERSAL REGISTRATION:

A seamless, "digital-first but analog-friendly" portal for all participants. Offline registration also available by picking up forms at the CNC grounds.



ONE-STOP PORTAL

Vendors can secure their spot online. Designers can enter into the fashion show, People can enter into competitions and book tours.



LIVE ITINERARY

Real-time daily updates and schedules accessible to every attendee.

THE DIGITAL GATEWAY



[WWW.SANKOFAJAMBOREE.COM](http://www.sankofajamboree.com)

We are making history accessible. Whether you are a tech-savvy youth or a traditional elder, our platform is designed to ensure no one is left behind in the registration process.

ASANTEMAN GOES GOLD

IMPACT & LEGACY

Sankofa Jamboree is a festival with a conscience. Our legacy isn't measured in ticket sales, but in the number of lives screened and the amount of cultural knowledge preserved for the next generation.





COMMUNITY FIRST

Most festivals are "extractive"—they use the city's resources, space, and energy, then leave once the music stops. By prioritizing local vendors, artisans, and youth leaders, we ensure that the economic and social "gold" of the festival stays within the community.



MAKING HISTORY

We are breaking new ground as the first and only festival in Ghana to integrate comprehensive medical services as a core, non-negotiable part of our program. You cannot celebrate heritage if you are not healthy enough to pass it on. By starting Day 1 with health, we are saying that the "Golden" future of Asanteman starts with the physical well-being of its citizens.



A LEGACY OF EMPOWERMENT

Our success isn't measured by how many people attend, but by how many people we empower. We want to ensure that the "Mother of all Festivals" leaves a legacy that lasts long after the street carnival ends.

GIVING BACK

IMPACT & LEGACY

Sankofa Jamboree is a festival with a conscience. Our legacy isn't measured in ticket sales, but in the number of lives screened and the amount of cultural knowledge preserved for the next generation.



EDUCATION & VALUE

THE LIVING ARCHIVE

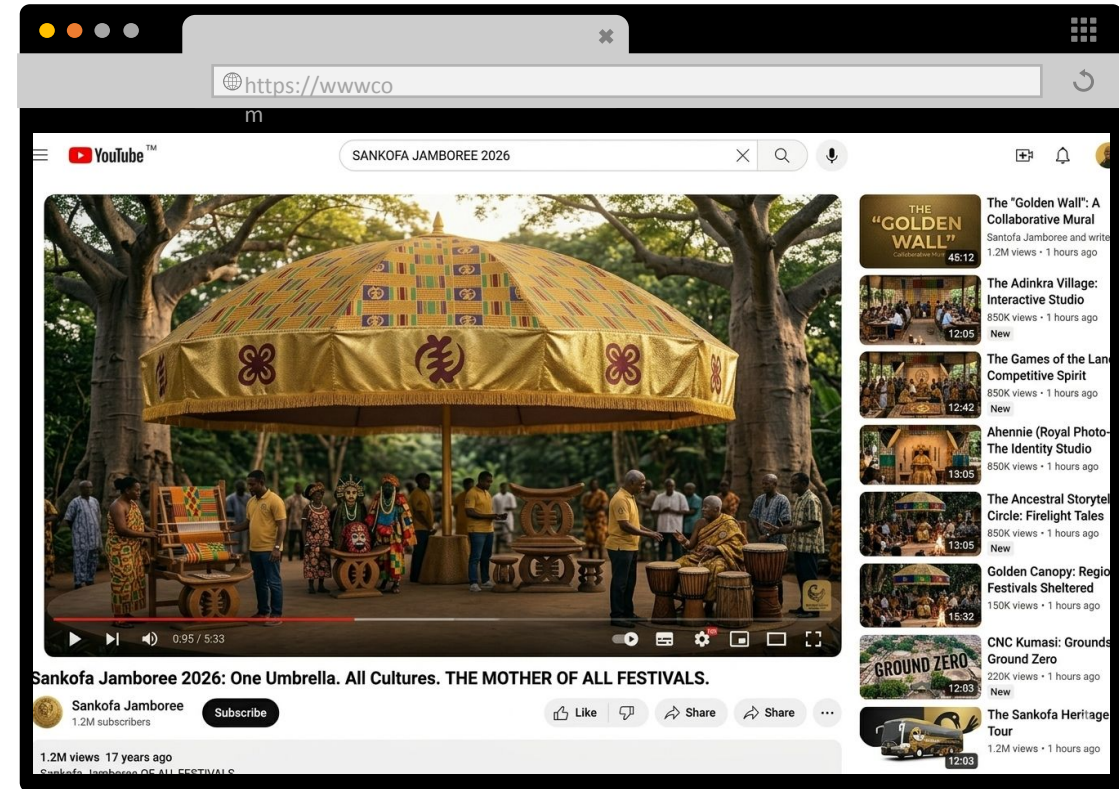
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BEYOND THE EVENT

We are building a permanent digital library of Ghanaian heritage.

CULTURAL DOCUMENTARIES

Original video content showcasing the "how-to" and "why" of our crafts—from the loom of the Kente weaver to the secrets of Ashanti cuisine.



THE STORY-DRIVEN AUCTION

We aren't just selling crafts; we are selling legacies. By documenting the backstory of every artifact, we increase its value for the Diaspora and local collectors alike.



2026 FESTIVAL ROAD MAP

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MARCH 27-THE INAUGURATION

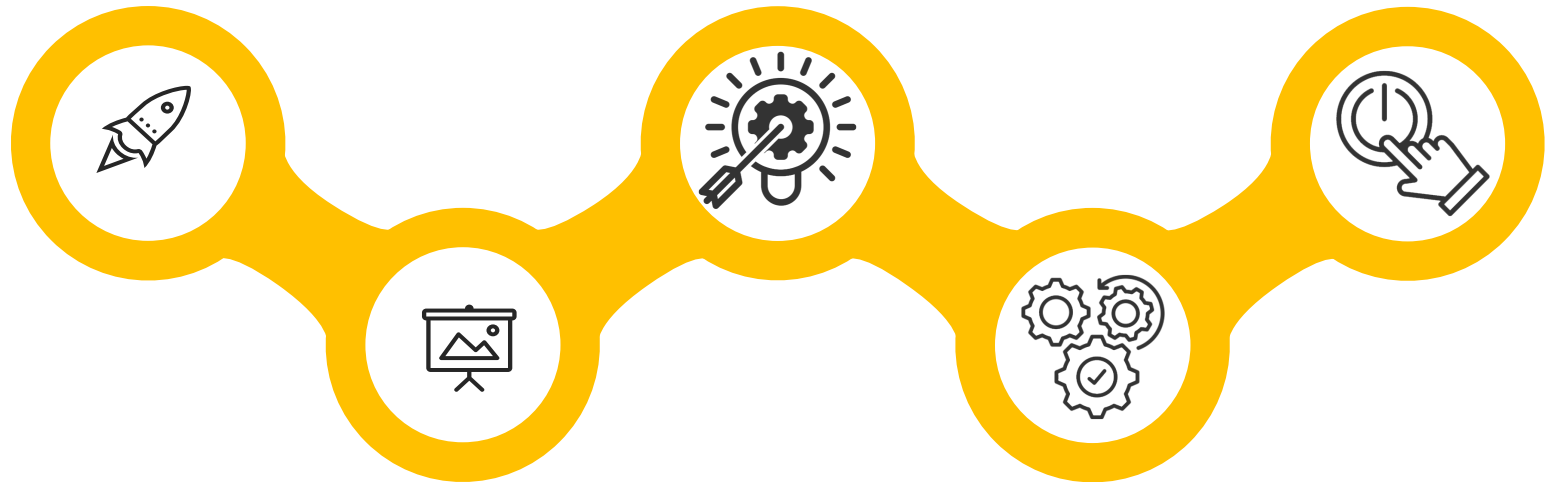
OFFICIAL STAKEHOLDER & MEDIA LAUNCH

ONBOARDING & MARKETING

Period for documentaries, registration and marketing.

DECEMBER 21-26 - THE EXECUTION

6 days of high-impact cultural immersion.



STRATEGIC ALLIANCE -APRL-JUN

Entrepreneurial activities differ substantially

NOVEMBER - GROUND ZERO ACTIVATION

Physical branding of the **CNC Kumasi**, and final logistical dry-runs.



MEET

OUR TEAM



MEET THE PERSONALITIES BEHIND THE REDOX 1 PLUS BRAND

CHIEF EXECUTIVE OFFICER

DANIEL ASHON



ABOUT US

LET'S INTRODUCE OUR CHIEF EXECUTIVE OFFICER

At the helm of the Sankofa Jamboree is a leader defined by a "Gang of Passion" and a relentless commitment to Ghanaian cultural sovereignty. With a professional background that spans large-scale project facilitation and strategic branding, our Chief Director serves as the primary architect of the "**Asanteman Goes Gold**" vision.



SHORT BIOGRAPHY

Our Chief Executive Officer doesn't just see a festival; he sees a legacy. His leadership is the reason we are standing here today with a blueprint that is as much about healthcare and technology as it is about kente and drums. He is the driving force behind our mission to turn Kumasi gold.

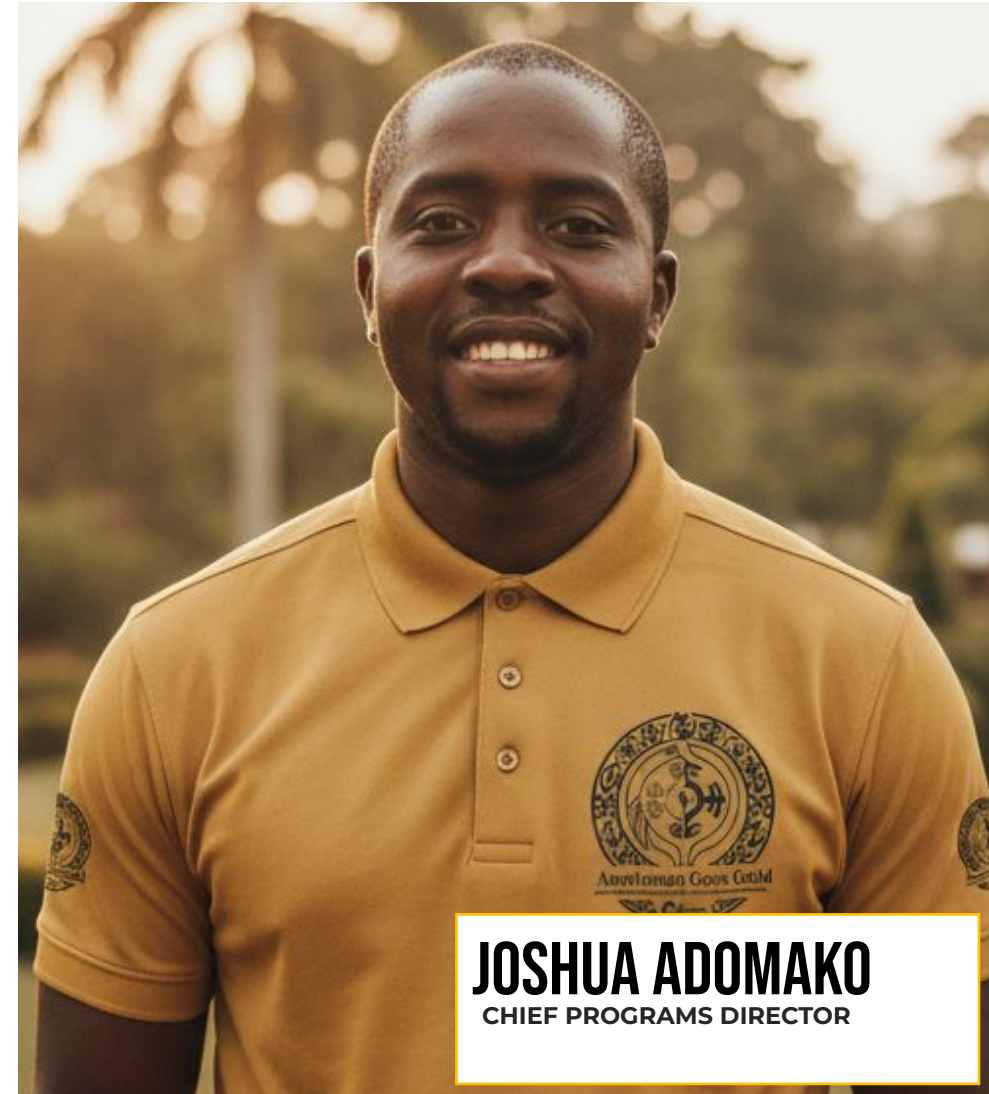
MR. DANIEL ASHON

CEO, Founder
REDOX ONE PLUS LTD

LET'S INTRODUCE OUR CHIEF PROGRAMS DIRECTOR

As the Chief Programs Director of the Sankofa Jamboree, **Joshua Adomako** is the strategic architect responsible for transforming the "Asanteman Goes Gold" blueprint into a world-class reality. With a specialized focus on program facilitation and large-scale event coordination, he manages the intricate balance between traditional protocol and modern execution.

"If the Sankofa Jamboree is a vision, Joshua Adomako is the one who builds the road to get us there."





ABOUT US

OUR TEAM

The Sankofa Jamboree is powered by a "Gang of Passion"—a multidisciplinary collective of strategists, cultural custodians, and technical experts. Our team is uniquely structured to bridge the gap between ancient Ashanti protocols and 21st-century global standards.

ADVISORY BOARD



Hon. Barbara Asher

Provides high-level strategic counsel and Creative arts oversight to ensure the festival aligns with royal protocols and national cultural standards.



ADVISORY BOARD



Prof. Frederick Sam

Provides high-level strategic counsel and institutional oversight to ensure the festival aligns with royal protocols and national cultural standards.



ADVISORY BOARD



Mr. Frank Boamah

Provides high-level strategic counsel and institutional oversight to ensure the festival aligns with royal protocols and national cultural standards.





ABOUT US

OUR TEAM

From the sacred traditions of the Grand Durbar to the high-tech demands of our Digital Living Archive, each member brings a "zero-failure" mindset to the blueprint. We aren't just organizing an event; we are engineering a cultural institution that is scalable, sustainable, and impact-driven

ADVISORY BOARD



Nathaniel K. Kwansa

Provides high-level strategic counsel and institutional oversight to ensure the festival aligns with royal protocols and national cultural standards.



OPERATIONS



Emmanuel Kojo Mensah

The tactical lead responsible for on-ground logistics, vendor coordination, and the seamless execution of the daily "Blueprint" at Ground Zero.



OPERATIONS/TECH



Kwame Okyere Amofo

Bridges the gap between physical logistics and digital systems, ensuring that on-site activities are perfectly synced with our real-time tracking and registration data.





ABOUT US

OUR TEAM

A vision as massive as 'Asanteman Goes Gold' requires more than just enthusiasm; it requires a specialized engine. The team you see before you represents a fusion of expertise—from high-level digital engineering and financial management to royal hospitality and grassroots operations.

FINANCE OFFICER



Lydia A. Adomako

Manages the fiscal integrity of the festival, overseeing budget allocations, sponsorship disbursements, and the commercial transparency of the Art & Food Bazaar.



OPERATIONS



Emmanuel Kojo Mensah

Bridges the gap between physical logistics and digital systems, ensuring that on-site activities are perfectly synced with our real-time tracking and registration data.



OPERATIONS



Derrick Senyo Addae

Bridges the gap between physical logistics and digital systems, ensuring that on-site activities are perfectly synced with our real-time tracking and registration data.





ABOUT US

OUR TEAM

This is the 'Gang of Passion' that has moved this project from a concept to a high-stakes, operational reality.

TECH/DEVELOPER



Kwaku Addo Amofo

The lead engineer of our digital infrastructure, responsible for building the official website, the "Living Archive," and the secure online auction portal.



TECH/OPS/MEDIA



Benjamin Nii Nai Ako

Orchestrates the digital storytelling of the festival, managing the integration of live media feeds, social broadcasting, and real-time documentation for the global audience.



TECH/OPS/MEDIA



McCarthy Benisah

Orchestrates the digital storytelling of the festival, managing the integration of live media feeds, social broadcasting, and real-time documentation for the global audience.



THE FINAL WORD

We are not just launching a festival; we are reclaiming a narrative. **Asanteman Goes Gold** is the moment where our history meets our future, and where our culture becomes our greatest global asset. We invite you to be more than a spectator—be a partner in this historic homecoming.



01 HISTORIC VISIBILITY:

Align your brand with the "Mother of All Festivals" in the heart of Kumasi.

02 COMMUNITY IMPACT:

Direct association with our first-of-its-kind Free Health Screening and Youth Leadership initiatives.

03 DIGITAL REACH:

Permanent placement within the **Sankofa Living Archive**, reaching the global Diaspora 24/7.

04 CULTURAL SOVEREIGNTY:

Help us prove that Ghanaian culture is the gold standard for the modern world.

CONTACT US



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Asanteman Goes Gold

EVENT HOSTED BY REDOX 1 PLUS - SANKOFA JAMBOREE 2026

