



*The ultimate trip around  
the world--*

# INTERNATIONAL HERITAGE FESTIVAL

## **2013 Partnership Overview**





# International Festival Overview

- Founded in 1991. Focus continues to be a free family-oriented event that is an educational experience.
- Join us Saturday, Oct. 5, at Modesto Jr. College East Campus—shade, trees, more space and nearby free parking.
- The Festival has grown each year. Estimated 2012 attendance was 5,000.
- Mission continues to be a celebration of our American heritage and the many international heritages in our community.
- More than 25 to 30 different cultures are part of the festivities.
- The Festival connects people through what we all share-- food, music, dance, art, and games.
- Sponsor packages available at \$5,000, \$2,500 and \$1,000; limited \$500 booth sponsorships available. Willing to consider requests.





# Maximize Your Exposure

Make your sponsorship dollars work for you!

- **Day of Exposure:**
  - Banner to be displayed in an appropriate, prominent location
  - Sponsor to be provided with a complimentary 10' x 10' booth space
  - Sponsor will have the opportunity to host a portion of the program
  - Sponsor will be recognized during introductions & announcements on stage
- **Advertising:**
  - Sponsor logo to be included in Festival advertisements and flyers.
  - Sponsor logo will be posted to Festival web site.
  - Sponsor logo will be included in “save the date” ad in The Bee
- **Public Relations Efforts:**
  - Sponsor logo/name to be displayed on the Festival printed material
  - Sponsor’s name will be included in the Festival’s news releases
  - Sponsor will be mentioned during media interviews

