



# Sponsorship Opportunities: Cultural Festival November 7, 2009

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# Cultural Festival - November 7, 2009

## Sponsorship Opportunities

### The Event

The Cultural Festival is one of the City of Sunrise's most highly-anticipated special events. Planned for Saturday, November 7, from 11:00 a.m. to 6:00 p.m., the Cultural Festival will feature multi-ethnic foods, children's activities, unique retail vendors and live entertainment.

The festival will take place at City Park in eastern Sunrise (6600 Sunset Strip), within close proximity to the communities of Plantation, Davie, Lauderhill, North Lauderdale, Lauderdale Lakes and Tamarac.

### The Benefits of Sponsorship

Through event sponsorship, businesses can reach thousands of culturally diverse families - generating top-of-mind awareness, initiating product trials, and building sales through product/incentive offers. At the same time, sponsor contributions support an important community event.

Several sponsorship opportunities are available, including:

#### Entertainment Sponsor - \$1,000

*Sponsorship Value = \$2,500*

- On-site booth space (including one 20' x 20' tent, or two 10' x 10' tents) for product sales, sampling, information distribution and more.
- Company logo on on-stage banner.
- Announcements during the event to recognize sponsorship.
- Four VIP parking passes.
- Press release announcing sponsorship.

- Identification as the Entertainment Sponsor (with logo) in promotional materials, including:
  - One full-color advertisement in the Sun-Sentinel's "Community News" section, which has a Sunday circulation of nearly 40,000 readers in western Broward County. *To receive this benefit, a sponsorship commitment must be made no later than October 12, 2009.*
  - A link on [www.sunrisefl.gov](http://www.sunrisefl.gov), the City's Web site, from mid October through early November. The site generates approximately 35,000 unique hits per month.
  - Direct e-mails to residents via the Sunrise Source - the City's biweekly newsletter.

#### Gold Sponsor - \$500

*Sponsorship Value = \$ 1,500*

- On-site booth space (including one 10' x 10' tent) for product sales, sampling, information distribution and more.
- Announcements during the event to recognize sponsorship.
- Two VIP parking passes.
- Identification as a Gold Sponsor (with logo) in select promotional materials, including:
  - One full-color advertisement in the Sun-Sentinel's "Community News" section, which has a Sunday circulation of nearly 40,000 readers in western Broward County. *To receive this benefit, a sponsorship commitment must be made no later than October 12, 2009.*
  - A link on [www.sunrisefl.gov](http://www.sunrisefl.gov), the City's Web site, from mid October through early November. The

site generates approximately 35,000 unique hits per month.

- Direct e-mails to residents via the Sunrise Source - the City's biweekly newsletter.

**For additional information about the Cultural Festival, please call 954-747-4631.**

## **Silver Sponsor - \$250**

### *Sponsorship Value = \$ 750*

- On-site booth space (including one 10' x 10' tent) for product sales, sampling, information distribution and more.
- Announcements during the event to recognize sponsorship.
- Two VIP parking passes.
- Identification as a Silver Sponsor (with logo) in select promotional materials, including:
  - A link on [www.sunrisefl.gov](http://www.sunrisefl.gov), the City's Web site, from mid October through early November. The site generates approximately 35,000 unique hits per month.
  - Direct e-mails to residents via the Sunrise Source - the City's biweekly newsletter.

## **Food Vendor - \$125\***

- On-site booth space (including one 10' x 10' tent, one eight-foot table and one chair) for product sales.

*\*Insurance requirements must also be met. See food vendor application for details.*

## **Retail Vendor - \$75**

- On-site booth space (including one 10' x 10' tent, one eight-foot table and one chair) for product sales.