

June 7-9, 2019
Riverside Park,
Guelph



Guelph & District Multicultural Festival

Sponsorship Package 2019

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Who are we?

The **Guelph & District Multicultural Festival** is a family-friendly, volunteer driven event that celebrates the rich cultural heritage and diversity of Guelph. Visitors will learn about cultures through music, cuisine, performances and crafts.

In its 33rd year, the Festival continues to thrive because of the contributions by community groups and sponsors. Their support has brought together over 100 volunteers who spend 7,000+ hours of their time to bring this world class event to over **25,000** visitors.



Did you know? The Festival received the Platinum award for the Best Entertaining Community Event/Festival in 2018 by the Guelph Mercury Tribune.



What happens at the Festival?

- The three day Festival features a diverse program comprising of leading musicians, dancers, multicultural arts and wellness practitioners from the community.
- Food vendors represent different corners of the world to provide everyone with a rich variety of options for everyone's palette!
- Craft and commercial vendors & community agencies are also featured at the Festival to share their passion for their organizations.
- Cultural sporting events are included at our event to keep everyone moving and enjoying the summer weather.

Community Impact

The Festival's mission is to provide the community with a multi-faceted cultural experience. We achieve this by promoting diversity and inclusion through the various components of the Festival. We create an environment that allows people to celebrate their roots, culture and traditions.

We also strive to promote the importance of multiculturalism to our youth by running programs in our local schools. This reaches approximately 1,400 students and includes the opportunity for awards to be received.



Did you know? Prime Minister Trudeau endorsed the Festival in 2016? A copy of his letter can be found in this package.



Community Impact

- We offer work opportunities for students and new comers to Canada to help them gain valuable work experience.
- Local vendors have generated \$100,000 + revenue through booths provided by the Festival.
- 50 community groups were awarded honorariums to support and sustain their organizations.
- Multicultural Awards programme awarded to individual and groups

Sponsorship Opportunities

	<p>Carnival</p>		<p>Main Stage Cultural Shows and Performances</p>		<p>Food Tent</p>
<p>Youth and Children's Activity Tent</p>		<p>Band Performance</p>		<p>The Festival Market Place</p>	
	<p>Magical Midway</p>		<p>Highland Games</p>		<p>An Evening in the Exotic East</p>

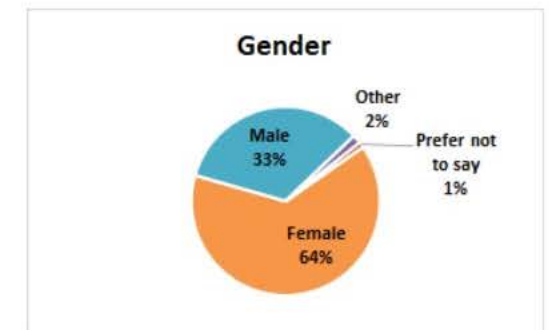
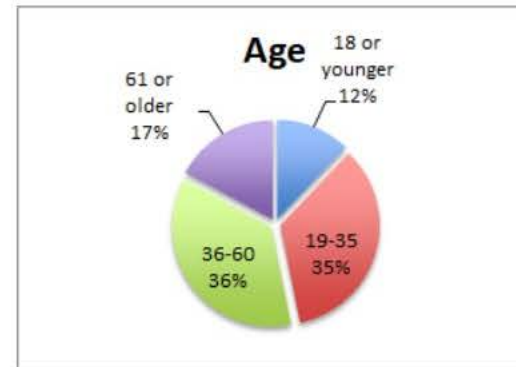
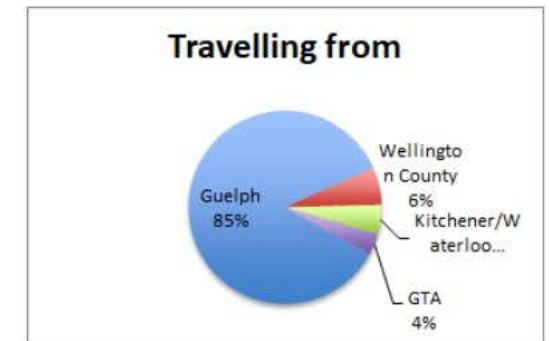
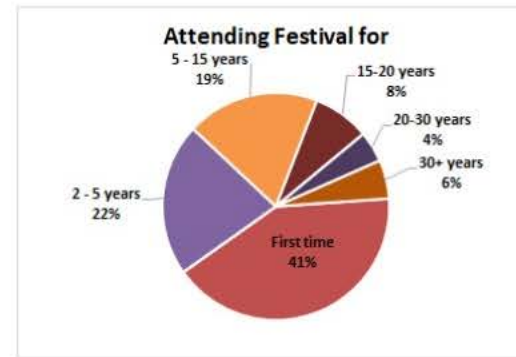
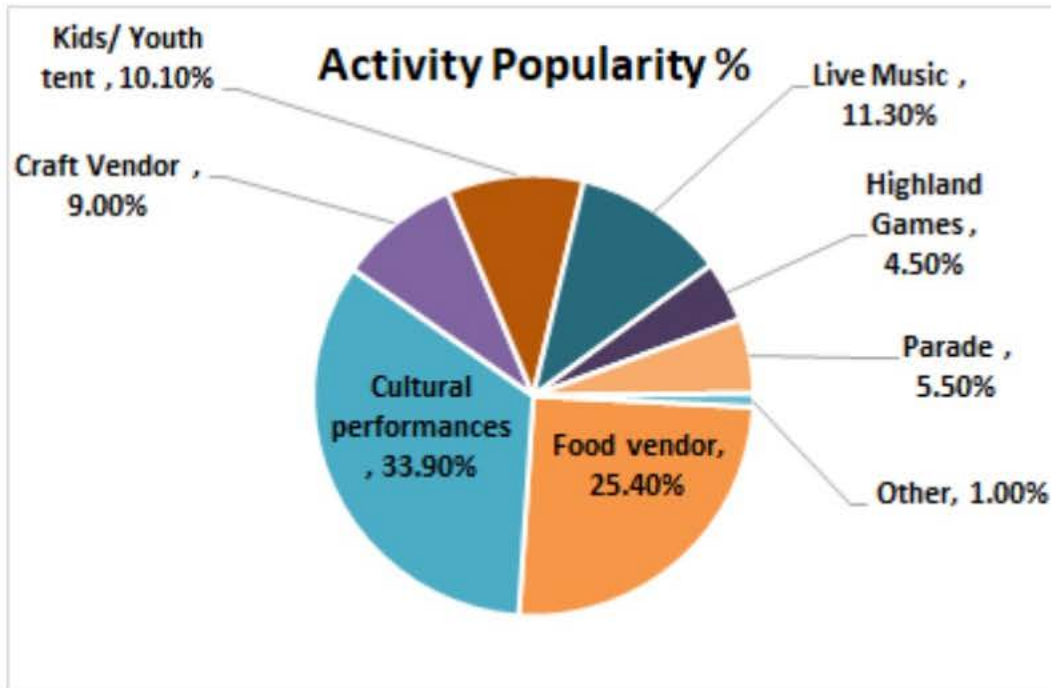
Partnership Opportunities

Sponsor Level Status	Price	Entitlements
Gold	\$10,000	<ul style="list-style-type: none"> Logos at entrance arch of the Festival, Main Stage & Food Tent Logo inclusion in all print (posters, programs, ads, website) 10x8" booth in Commercial Vendor area (tent provided by you) Invitation to Sponsorship Appreciation Night
Silver	\$4,000 - \$6,000	<ul style="list-style-type: none"> Opportunities to sponsor bands & performers Banner at Main Stage in Food Tent (banner provided by you) Logo inclusion in all print (posters, programs, ads, website) 10x10" booth in Commercial Vendor area (tent provided by you) Invitation to Sponsorship Appreciation Night
Bronze	\$2,000-\$3,000	<ul style="list-style-type: none"> Opportunities to sponsor individual tents & bands See next page
Friends of the Festival	\$500-\$1,000	<ul style="list-style-type: none"> Logo & acknowledgement on GDMF website Featured on GDMF website & social media Invitation to Sponsorship Appreciation Night

Partnership Opportunities

ITEM	LOCATION	PRICE	STATUS
YOUTH & CHILDREN'S ACTIVITIES & TENTS	Main Concourse	\$4,000	Silver
CULTURAL SHOWS & PERFORMANCES	Main Stage	\$7,000	Silver
BANDS IN FOOD TENT	Food Tent	\$6,000	Silver
CARIBBEAN CARNIVAL	Band Shell Area	\$30,00	Bronze
AN EVENING IN THE EXOTIC EAST	Main Stage	\$30,00	Bronze
THE FESTIVAL MARKET PLACE	Main Walkway	\$2,500	Bronze
FOOD TENT	Park Area	\$3,000	Bronze
MAGICAL MIDWAY	Entry to Magical Midway	\$3,000	Bronze
HIGHLAND GAMES	Park Area	\$2,500	Bronze

Festival 2018 Survey Results



2018 Festival Sponsors

PROUD SPONSORS



PROUD PARTNERS



WITH FUNDING BY



FRIENDS OF THE FESTIVAL





A Partnership with our Sponsors

The Festival is committed to working with each sponsor to ensure maximum return on sponsor investment. Regardless of the sponsorship package chosen, we will work with you to create a program that fits your business objectives. Other benefits of partnering with us include:

- Exposure to over 25,000 highly engaged visitors. The intimate atmosphere of the Festival makes us the ideal partner to build brand awareness.
- The Festival attracts local businesses that are trusted names in the Guelph community.
- Positive media coverage
- Acknowledgement on website

See You Next Year

