

# Concord #THISISUS MULTICULTURAL Festival

SUNDAY, SEPTEMBER 19, 2021  
11:00 AM - 4:00 PM

*New Location*  
KEACH PARK



**SPONSORSHIP PACKAGE**

## Thank you for considering sponsoring the 14th Annual Concord Multicultural Festival!

The Concord Multicultural Festival began many years ago when Concord was resettling an influx of refugees. The Festival was started as a way to introduce the cultures of our newest community members, and for the community to welcome their new neighbors. Over the years, the Festival has steadily grown in popularity and in size. From momos and samosas prepared in a tiny commercial kitchen at a church to a full blown production of ethnic foods prepared at the NH Food Bank's state of the art kitchen; from using the City's bandstand as a stage - which took a whole sub-committee to coordinate! - to a real stage that is big enough for beautiful, elaborate performances; hundreds of attendees turned to thousands as the Concord Multicultural Festival became one of the City's most anticipated events, drawing people from all over the region.

After a tumultuous year, our planning committee is eager to bring back the Concord Multicultural Festival and invite the community to join us to celebrate the many cultures that enrich our community with delicious foods, exciting performances, and beautiful art!

Your sponsorship helps us to bring the Festival to life by offsetting the costs of producing this vibrant and engaging event. Our biggest costs are related to compensating the many artists and performers for sharing their talent, as well as the logistical costs to safely and effectively provide a wide array of delicious foods from around the world.

**Most importantly, your sponsorship is a testament to the value of diversity in our community.**

By sponsoring the Concord Multicultural Festival, your company or business can benefit from the publicity of this popular event. There are many ways to sponsor, with varying levels of marketing benefits to suit your needs.

We look forward to your company joining us at the 2021 Concord Multicultural Festival!

Sincerely,

Jessica Livingston  
Festival Director



## PRESENTING SPONSOR \$7500 (EXCLUSIVE)

Named in event title: "Concord Multicultural Festival presented by Your Business Name"

- Branding displayed prominently on all marketing materials (print and online)
- Video promotion with custom messaging leading up to event
- Provide welcoming remarks at event
- Frequent mentions by emcee throughout event
- Five VIP Tickets (eat for free!)
- VIP Chef's Tour for Five
- Branding displayed prominently in key areas at the event
- Other: Tell us what's important to you

## EVENT SPONSOR \$5000 (TWO AVAILABLE)

- Branding displayed prominently on all marketing (print and online)
- Video promotion with custom messaging leading up to event
- Opportunity to address attendees at event
- Frequent mentions by emcee throughout event
- Four VIP Tickets (eat for free!)
- VIP Chef's Tour for Four
- Branding displayed in key areas at the event
- Other: *Tell us what's important to you*

## CULTURE SPONSOR \$1500 (UNLIMITED)

- Branding displayed on all marketing (print and online)
- One VIP ticket (eat for free!)
- VIP Chef's Tour for One
- Verbal mentions at the event
- Banner hung at event

## DIVERSITY SPONSOR \$500 (UNLIMITED)

- Branding displayed on all marketing materials (print and online)
- Verbal mentions at event



## COMMUNITY SPONSOR \$2500 (FOUR AVAILABLE)

- Branding displayed prominently on all marketing (print and online)
- Included in video promotion leading up to event
- Two VIP tickets (eat for free!)
- VIP Chef's Tour for Two
- Verbal mentions at the event
- Banner hung in prominent location at event

## HERITAGE SPONSOR \$1000 (UNLIMITED)

- Branding displayed on all marketing materials (print and online)
- Banner hung at event
- Verbal mentions at the event

## FRIEND \$250 (UNLIMITED)

- Listed on Facebook and Website

Please make checks payable to:

Granite United Way  
22 Concord Street

Manchester, NH 03101

NOTE: Concord Multicultural Festival

QUESTIONS?

Contact Jessica Livingston, Festival Director  
603.568.5740; [jessica@jlivinspirations.com](mailto:jessica@jlivinspirations.com)  
[www.ConcordNHMulticulturalFestival.org](http://www.ConcordNHMulticulturalFestival.org)