

# Concord MULTICULTURAL Festival

#UNITY  
Community

SUNDAY, SEPTEMBER 18, 2022

11:00 AM - 4:00 PM

KEACH PARK



SPONSORSHIP PACKAGE

## **Thank you for considering sponsoring the 15th 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 community's most anticipated events, drawing people from all over the region.

When the Concord Multicultural Festival returned in 2021, after the 2020 hiatus, the Greater Concord community welcomed the event with open arms. Thousands showed up to enjoy the food and music, support our New American neighbors, and be immersed in the rich and diverse cultures of our community. Our decision to move the Festival to Keach Park created more opportunities for New American families to participate and offered a more family-friendly festival experience overall.

The Concord Multicultural Festival is organized by a group of dedicated volunteers and funded by individual donations and local sponsorships. All of the money raised goes toward the production of the Festival, including 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.

***Your sponsorship is a testament to the value of diversity in our community.***

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

**Thank you for your support! We look forward to you joining us at the 2022 Concord Multicultural Festival!**

Sincerely,

Jessica Livingston  
Festival Director

Sindy Chown  
Festival Co-Chair

Ghana Sharma  
Festival Co-Chair



## **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

## **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

## **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

## **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*

## **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

## **IN-KIND SPONSOR OPPORTUNITIES:**

- Benefits will be based on value of donation
- Printing
- Advertising
- Activities
- Performances
- Auction item
- Other: \_\_\_\_\_

### **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.ConcordNHHMulticulturalFestival.org](http://www.ConcordNHHMulticulturalFestival.org)