



CULTURAL & DIVERSITY FESTIVAL

AUGUST 22-25

Wayne County's Largest Cultural
Food Festival Brought to you by
HYPE.

HYPE Athletics Center
Dearborn Heights, MI 48127

OVERVIEW

- Celebrating the rich intercultural diversity, the Michigan Cultural & Diversity Festival opens its doors for the annual event Thursday, August 22, 2019 from 2pm at the HYPE Athletics Center in Dearborn Heights, Michigan.
- Michigan Cultural & Diversity Festival creates a Cultural and Educational Experience like no other in the DMV. The festival delivers a once in a year experience in which our vendors are encouraged to present The Best of The Best from their countries.
- Our food Vendors will not only showcase the best food from around the world, they will educate and cultivate the experience with every bite.
- The event is free of charge and the public will have the opportunity to learn, to eat, to dance, to shop, to witness these vibrantly connected cultures and create their own connections with each and every single country presented in the event.
- Where you can find us – The HYPE Athletics Center in Dearborn Heights, Michigan.

MISSION AND VISION

Our mission is to strengthen the identity of each of our regions with a focus on cultural awareness, unity, tolerance and understanding. To preserve the culture of each country to the public throughout the event and allow for our families to learn, love, appreciate the similarities and differences.

Our vision is to provide the best experience, that allows for all to learn, teach and share diverse values.

DETAILS ABOUT THE EVENT

2018 Festival Attendance 25,000-30,000

2018 Social Media Engagement 620,000

- Ethnic Food Tents
- International Music and live performances
- Traditional Arts and Crafts
- Cultural activities for kids
- Bounce City
- Back to school Back pack giveaway
- Veterans Day
- Special Needs and Autism Day
- 5k Fun Run
- Senior Breakfast and Celebrations
- Artisan Tent

SPONSORSHIP PACKAGES

PRESENTING SPONSOR ~ \$10,000 (EXCLUSIVE)

The Presenting Sponsor will have its name above the “Michigan Cultural & Diversity Festival” title on the main stage banner and on all social media advertisements as “ [SPONSOR NAME] PRESENTING THE 2019 MICHIGAN CULTURAL & DIVERSITY FESTIVAL”. The presenting sponsor will also have its logo on all materials, including on the volunteer t-shirts. The sponsor will receive name and large logo recognition in all advertisements, press release, website, and social media. At the event itself, there will be a festival program highlighting the presenting sponsor. 10x20 on site Sponsor Tent, if desired. Major Sponsor opportunities in all other organization’s festivals area. Other opportunities are negotiable.

FOOD PAVILION SPONSOR— \$7,500 (EXCLUSIVE)

The Food Pavilion Sponsor will have its large logo on all food vendor menus and signage. The sponsor will receive name and large logo recognition in all advertisements, press release, website, and social media. Sponsor opportunities in some of the organization’s festivals area. 10x10 on site Sponsor Tent, if desired.

CULTURAL PAVILION SPONSOR - \$5,000 (EXCLUSIVE)

The Cultural Pavilion sponsor will have its large logo on all arts & crafts and cultural related tents. The sponsor will receive name and large logo recognition in all advertisements, press release, website, and social media. Sponsor opportunities in some of the organization’s festivals area. 10x10 on site Sponsor Tent, if desired.

SPONSORSHIP PACKAGES

BOUNCE CITY SPONSOR – \$2,500

The Bounce City sponsor will also have its logo on all materials, including staff and volunteer t-shirts. The sponsor will receive name and large logo recognition in all advertisements, press release, website, and social media. Sponsor opportunities in a few of the organization's festivals area. 10x10 on site Sponsor Tent, if desired.

VIP LOUNGE SPONSOR– \$8,000

The VIP Lounge Sponsor will also have its logo on all materials presented in the VIP area, including the VIP wristbands and VIP Tent Signage. The sponsor will receive name and medium logo recognition in all advertisements, press release, website, and social media. Sponsor opportunities in a couple of the organization's festivals area. 10x10 on site Sponsor Tent, if desired.

PARTNER– \$1,500

The Partner sponsor will receive name and small logo recognition in all advertisements, press release, website, social media, and 10x10 on site Sponsor Tent, if desired.

SPONSORSHIP MULTI YEAR DISCOUNT

SPECIAL DISCOUNTS APPLY FOR MULTIPLE YEAR SPONSORSHIPS

20% DISCOUNT FOR 3 YEARS SPONSHOPSHIP PACKAGE

25 % DISCOUNT FOR 5 YEARS SPONSORSHIP PACKAGE

30% DICOUNT FOR 7 YEAR SPONSORSHIP PACKAGE

WHY BECOME A SPONSOR

Why be a Sponsor?

- Your association with Michigan's Largest cultural festival can help you reach and impact more than 20,000 educated, affluent and culturally-savvy attendees and create brand experiences in a non-traditional way.
- Thousands of food-conscious, culturally motivated consumers will know your business.
- Among others, your company will benefit of website advertising; media coverage; access to a diverse range of target audiences and more. You will receive promotion in electronic outreach, signage and the Festival's website and social pages.

Benefits of sponsorship can include:

- Recognition of your company through a wide range of festival branding on social media;
- Category Exclusivity;
- Main Stage Signage;
- Exclusive Area Onsite Signage;
- Website Advertising;
- Inclusion on the event's program distributed at the event;
- Heightened Visibility due to positive publicity through the media;
- Access to a diverse range of target audiences and more.

WHY US

- We are THE LARGEST cultural food festival in the Wayne County area
- Annual attendance – 20,000 – 30,000 people
- Prime location, great parking with shuttle services.
- With Metro Detroit being considered a “melting pot”, we are bringing together cultures and traditions from all over the world so, everyone can relate to our event and find pleasure and pride in participating and supporting their native country.
- In 2019 we expect over 20 countries showcasing their culture through food, music and dance performances.

SOCIAL MEDIA IMPACT

- FACEBOOK
- FB ORGANIC REACH: over 1 25,000 (EVENT'S PAGE)
- FB ORGANIC ENGAGEMENT: 36.7K
- TWITTER
- INSTAGRAM
- EVENTBRITE
- YOUTUBE
- WEBSITE
- NEWSLETTER (over 10,000 SUBSCRIBERS)



THANK YOU FOR YOUR SUPPORT!
MICHIGAN CULTURAL & DIVERSITY FESTIVAL
SUPPORTING CULTURAL DIVERSITY IN SOUTHEASTERN MICHIGAN.

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