

Brazos Valley Worldfest

2015 Sponsorship Opportunities



MISSION:

Brazos Valley Worldfest is a community organized event whose mission is to promote and celebrate international diversity and heritage in the Brazos Valley. We accomplish this by connecting cultures and honoring heritage through international cuisine and beers from around the world; live entertainment on 3 stages; a kids zone; a fun passport program; and culture booths. This event attracts multiple audiences with an assortment of ages, cultural backgrounds, & incomes. Sponsorships help keep this event free to the public while maintaining quality programming to encourage repeat attendance at this annual festival. This year's attendance goal is 15,000.

AREAS OF THE FESTIVAL:

- Performance Stages—World Stage, Community Stage, & Heritage Stage
- Kid's Village – Storytelling, arts and crafts, petting zoo
- Global Village – Country displays, informational booths and interactive cultural learning

SPONSORSHIP LEVELS:

<i>Presenting Sponsor</i>	\$ 10,000
<ul style="list-style-type: none"> • Receives naming rights to the festival on all festival materials including, web, print, television and radio. • World Stage named for Presenting Sponsor • All the benefits of <i>World Sponsor</i> plus the above. 	
<i>Media Partner</i>	In-kind promotion
<ul style="list-style-type: none"> • Prominently listed as Media Partner in media promotions (i.e. print ads, television, web, volunteer t-shirt) 	
<i>World Sponsor</i>	\$5,000
<ul style="list-style-type: none"> • All the benefits of <i>International Sponsor</i> plus... • Naming rights to Global Village or Kid's Village • Sponsors' logo/name prominently (slightly larger font than other sponsors) on marketing materials, including posters, flyers and approx. 350 volunteer t-shirts 	
<i>International Sponsor</i>	\$2,500
<ul style="list-style-type: none"> • All the benefits of <i>National Sponsor</i> plus... • Naming rights to Community or Heritage Stages • Sponsor's logo/name on marketing materials, including posters and approx. 350 volunteer t-shirts • Opportunity to underwrite a large scale festival activity 	
<i>National Sponsor</i>	\$ 1,000
<ul style="list-style-type: none"> • All the benefits of <i>Regional Sponsor</i> plus... • One 10'x10' booth space to distribute information at event (if desired by sponsor) • Logo displayed in top sponsor rotation on homepage. 	
<i>Regional Sponsor</i>	\$ 500
<ul style="list-style-type: none"> • All the benefits of <i>Community Sponsor</i> plus... • Poster with sponsor's logo/name placed at sponsored activity or listed in program as performance sponsor 	
<i>Community Sponsor</i>	\$ 250
<ul style="list-style-type: none"> • Opportunity for individuals and small businesses to be involved and participate • Listed as Sponsor on website and event program/map; link to website on festival site • Included in Newspaper Tabloid distributed to 18,000 homes 	
<i>Neighborhood Sponsor</i>	\$ 100
<ul style="list-style-type: none"> • Opportunity for individuals and small businesses to be involved and participate 	



Brazos Valley Worldfest 2015 Sponsor Commitment Form

Sponsor Name: _____

Mailing Address: _____

City/State/Zip: _____

Contact Person: _____

Phone: _____ Email _____

Sponsorship Level:

- | | | | |
|---------------------------------------|-----------------------------|-----|----|
| _____ Presenting Sponsor - \$10,000 | Use of 10'x10' booth space? | YES | NO |
| _____ Media Sponsor (in-kind) | Use of 10'x10' booth space? | YES | NO |
| _____ World Sponsor - \$5,000 | Use of 10'x10' booth space? | YES | NO |
| _____ International Sponsor - \$2,500 | Use of 10'x10' booth space? | YES | NO |
| _____ National Sponsor - \$1,000 | Use of 10'x10' booth space? | YES | NO |
| _____ Regional Sponsor - \$500 | | | |
| _____ Community Sponsor - \$250 | | | |
| _____ Neighborhood Sponsor - \$100 | | | |

Name to be shown in signage, on Website and in other promotional materials (submit PNG or JPG logo electronically to kfox@tamu.edu):

Signature

Date

Method of payment:

_____ Check* _____ In-kind

* Checks payable to Brazos Valley Worldfest

Brazos Valley Worldfest

ATTN: Kim Fox

1245 TAMU

College Station TX 77843-1245

979-845-8008

kfox@tamu.edu