



## Brazos Valley Worldfest 2022 Sponsorship Opportunities

### **MISSION:**

Brazos Valley Worldfest is a community, non-profit 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, live entertainment, a kid's village, a fun passport program and culture booths. This event attracts multiple audiences with an assortment of ages, cultural backgrounds and incomes. Sponsorships help keep this event free to the public while maintaining quality programming to encourage repeat attendance at this annual festival. 2022 attendance goal is 7,000.

### **AREAS OF THE FESTIVAL:**

- *International Film Series* – Dates to be determined, Queen Theatre, Downtown Bryan
- *Performance Stages*—World Stage & Heritage Stage
- *Kid's Village* – international games, arts and crafts, Tag Your Tot safety program
- *Global Village* – Country displays, informational booths and interactive cultural learning

### **SPONSORSHIP LEVELS:**

<b>Presenting Sponsor</b>	<b>\$5,000</b>
<ul style="list-style-type: none"> <li>● All the benefits of <i>World Sponsor</i> plus...</li> <li>● Receives highest level naming rights to the festival on all festival materials listed below.</li> <li>● World Stage named for Presenting Sponsor</li> <li>● Name and logo on 2000 reusable grocery bags given to attendees.</li> <li>● Sponsor exclusivity in your field.</li> </ul>	
<b>Media Partner</b>	<b>In kind promotion</b>
<ul style="list-style-type: none"> <li>● Prominently listed as Media Partner in media promotions (i.e. print ads, television, web)</li> <li>● Logo included on volunteer tshirts</li> </ul>	
<b>World Sponsor</b>	<b>\$3,000</b>
<ul style="list-style-type: none"> <li>● All the benefits of <i>International Sponsor</i> plus...</li> <li>● Upgraded naming rights to Global Village or Kid's Village</li> <li>● Logo on souvenir passport booklet</li> </ul>	
<b>International Sponsor</b>	<b>\$2,000</b>
<ul style="list-style-type: none"> <li>● All the benefits of <i>National Sponsor</i> plus...</li> <li>● Naming rights to Heritage Stage or other major festival program</li> <li>● Sponsor's logo/name prominently on volunteer t-shirts</li> </ul>	
<b>National Sponsor</b>	<b>\$1,000</b>
<ul style="list-style-type: none"> <li>● All the benefits of <i>Regional Sponsor</i> plus...</li> <li>● One 10'x10' booth space to distribute information at event (if desired by sponsor)</li> </ul>	
<b>Regional Sponsor</b>	<b>\$500</b>
<ul style="list-style-type: none"> <li>● All the benefits of <i>Community Sponsor</i> plus...</li> <li>● Named underwriter of stage performer or activity</li> </ul>	
<b>Community Sponsor</b>	<b>\$250</b>
<ul style="list-style-type: none"> <li>● Listed as Sponsor on website, link to website on festival page</li> <li>● Included in festival program distributed to local homes and attendees at festival</li> </ul>	
<b>Neighborhood Sponsor</b>	<b>\$100</b>
<ul style="list-style-type: none"> <li>● Opportunity for individuals and small businesses to be involved and participate</li> </ul>	