



Sponsorship Opportunities

Mission:

The Brazos Valley Worldfest is a community organized event whose mission is to promote and celebrate international diversity and heritage in the Brazos Valley. This one day event will attract multiple audiences including individuals of all ages, populations of diverse cultural backgrounds, double income families, as well as others. The goal for attendance of this second-annual event is 5000.

Areas of the festival:

- *World Stage*
- *Community & Heritage Stages*
- *Global Village* – including country displays, informational booths, exhibitors and vendors; educational poster competition and interactive cultural learning experiences

Sponsorship Levels

Presenting Sponsor *\$10,000*

Presenting Sponsorship level has been filled by Citibank.

Media Partner *In-kind promotion of the event*

- Prominently listed as Media Partner in media promotions (i.e. print ads, television, web, volunteer t-shirt)

World Sponsor *\$5,000*

- All the benefits of *International Sponsor* plus...
- Sponsors' logo/name top row (slightly larger font than other sponsors) on marketing materials, including posters, flyers and approx. 300 volunteer t-shirts);

International Sponsor *\$2,500*

- All the benefits of *National Sponsor* plus...
- Sponsor's logo/name on marketing materials, including posters and approx. 300 volunteer t-shirts
- Opportunity to underwrite a large scale festival activity (see attached list)

National Sponsor *\$1,000*

- All the benefits of *Regional Sponsor* plus...
- One 10'x10' booth space to distribute information at event (if desired by sponsor)
- Logo displayed in top sponsor rotation on homepage.

Regional Sponsor *\$ 500*

- All the benefits of *Community Sponsor* plus...
- Poster with sponsor's logo/name placed at sponsored activity or listed in program as performance sponsor (see attached list)

Community Sponsor *\$ 100*

- 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