



About Irvine Global Village Festival

Make plans to travel the world at the 16th annual Irvine Global Village Festival, taking place **Saturday, Sept. 23**, from **10 a.m.–6 p.m.** at Colonel Bill Barber Memorial Park in Irvine. Recognized as one of the premier multicultural events in Orange County, the Festival is a mosaic of food, dance and musical performances representative of more than 50 cultures. The daylong Festival includes live performances on five stages, international cuisine, a Kids Village with crafts and activities, cultural and religious exhibits and an international marketplace. Festival admission and parking are free.

Festival History

The Irvine Global Village Festival began in 1998 as a way to celebrate Irvine's rich cultural heritage. Sixteen years later, the Festival has become the City's signature event, attracting thousands for a day of food, music, cultural entertainment and family fun.

GLOBAL VILLAGE Festival

Sept. 23, 2017

*Sponsorship
Opportunities*



Rewards of Sponsorship

As a sponsor of the Irvine Global Village Festival, your organization will realize tangible marketing benefits in return for your sponsorship investment, while also supporting one of Orange County's most highly attended multicultural events. Sponsorship opportunities begin at \$650, with benefits accruing as the level of sponsorship increases. The Festival's staff will partner with you to create an integrated sponsorship program designed to meet your organization's unique marketing objectives. With a highly diverse audience of more than 25,000, the Festival is an ideal partner in reaching specific target audiences.

Among some of the benefits available to sponsors:

- Pre-event advertising
- Stage naming opportunity
- On-stage recognition at the event
- Company logo and link included on Festival website
- Recognition as an event sponsor in the Festival program
- Advertising opportunities within the event program
- Company name/logo included within event signage
- Display booth near sponsored stage or other prominent location
- Invitation to be recognized as a presenting sponsor at an Irvine City Council meeting

Previous Festival Sponsors

Sponsors make it possible for the Irvine Global Village Festival to present the breadth and quality of its artistic programming and to continue to grow each year. We wish to thank the businesses we are proud to call our sponsors. Past event sponsors include:

- Kia Motors, America
Presenting Sponsor since 2008
- Bank of America
- Costco
- University of California, Irvine
- Hoag Hospital
- Irvine Company
- Southern California Edison
- New York Life Insurance
- SoCalGas
- Concordia University
- Walmart
- OC Family Magazine
- H-Mart
- Kaiser Permanente

- **25,000+ Attendance**
- **50+ Cultures represented**
- **100+ Live performances**
- **65+ Vendors and merchants**
- **45+ Restaurants**
- **35+ Cultural exhibitors**



Sponsorship Levels

Presenting Sponsor (one opportunity)

\$13,500

- Introduction and acknowledgment by a City Councilmember as Presenting Sponsor at event's official welcome ceremony with brief speaking opportunity
- Display booth in prominent location
- Individual company signage placed at both entrances of event
- Company name/logo acknowledgment as Presenting Sponsor on most press-related materials, collateral, graphics/signage and website*
- Company logo on Festival website
- Full-page advertisement in event program
- Recognition as Presenting Sponsor at City Council meeting
- Commemorative company plaque or certificate

Stage Sponsor (two opportunities)

\$8,500

- Introduction and acknowledgment by a City Councilmember as a Stage Sponsor at event's official welcome ceremony
- "(Your Business Name) Stage" naming opportunity
- Display booth near sponsored stage
- Company name/logo acknowledgment as Stage Sponsor on some press-related materials, collateral, graphics/signage and website*
- Company logo on Festival website
- Half-page advertisement in event program
- Recognition as Stage Sponsor at City Council meeting
- Commemorative company plaque or certificate

*Company name acknowledgment as sponsor on press-related materials is dependent on print size and time constraints



Sponsorship Levels

Kids Village Sponsor

(one opportunity)

\$4,500

- Introduction and acknowledgment by a City Councilmember as a Stage Sponsor at event's official welcome ceremony
- "(Your Business Name) Stage" naming opportunity
- Display booth near sponsored stage
- Company name/logo acknowledgment as Stage Sponsor on some press-related materials, collateral, graphics/signage and website*
- Company logo on Festival website
- Quarter-page advertisement in event program
- Recognition as Kids Village Sponsor at City Council meeting
- Commemorative company plaque or certificate

Patron Sponsor

\$3,500

- Introduction and acknowledgment by a City Councilmember as Patron Sponsor at event's official welcome ceremony
- Booth in one of the event sections
- Company name acknowledgment as Patron Sponsor on limited press-related materials, collateral, graphics/signage and website*
- Company logo on Festival website
- Quarter-page advertisement in event program
- Recognition as Patron Sponsor at City Council meeting
- Commemorative company plaque or certificate

*Company name acknowledgment as sponsor on press-related materials is dependent on print size and time constraints

Friends of the Festival

\$1,750

- Introduction and acknowledgment by a City Councilmember as Friend Sponsor at event's official welcome ceremony
- Booth in one of the event sections or eighth-page ad in event program
- Company name acknowledgment as sponsor on event signage and website*
- Commemorative company plaque or certificate
- Recognition as Friend sponsor at City Council meeting

Kids Village Booth Activity Sponsor

\$650 + \$500 in-kind

- In-kind credit for providing an approved child-related activity
- Booth in Kids Village with name of company on banner
- Company name acknowledgment as Activity Sponsor on event signage and website*
- Recognition as Activity Sponsor at City Council meeting
- Commemorative company plaque or certificate

For more information about sponsorship opportunities, please contact:

Wendy Brown

949-724-6730

wbrown@cityofirvine.org

