October 9, 2021 Orange County Great Park

nty Great Park 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, hosted at the Orange County Great Park.

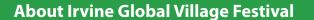
The festival's staff will partner with you to create an integrated sponsorship program designed to meet your organization's unique marketing objectives. With a highly diverse audience of more than 15,000, the festival is an ideal partner in reaching specific target audiences.

THANK YOU TO OUR PAST 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. Previous sponsors include:

- Anaheim Ducks
- Chinese American Mutual Association
- Concordia University, Irvine
- Great Park Neighborhoods
- Greater Irvine Chamber
- Irvine Auto Center
- Irvine Valley College
- Kia Motors, America
- Lowe's
- MemorialCare Medical Group
- New York Life Insurance
- Orange County Soccer Club
- SoCalGas
- Southern California Edison
- UCI
- Waste Management

irvinefestival.org



Food, art, music, and a celebration of Irvine's heritage and culture! Make plans to attend the City of Irvine's signature festival **Saturday, October 9**, from 10 a.m. to 7 p.m. at the Orange County Great 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 festival includes live performances on three stages; a Kids Village with crafts and activities; cultural and historical exhibits; food; and an artisans marketplace.



50+ Cultures represented



100+ Live performances65+ Vendors & artisans45+ Restaurants35+ Cultural exhibitors

Become a Sponsor

Apply now at irvinefestival.org

Application deadline is August 13 or until sponsorship level is full.



SPONSORSHIP OPPORTUNITIES INCLUDE:

- Booth at festival
- Stage naming opportunity
- Program advertising
- Logo on festival banners
- Recognition onstage at the festival and at an Irvine City Council meeting
- Recognition on website and social media
- Invitation to Sponsor Reception
- Complimentary tickets and parking

For more information, contact:

Wendy Brown 949-724-6730 wbrown@cityofirvine.org







Sponsorship Opportunities

irvinefestival.org

RVINE FESTIVAL FOOD · ART · MUSIC	PRESENTING SPONSOR 1 day: \$20,000	STAGE SPONSOR 1 day: \$10,000	PATRON SPONSOR 1 day: \$3,500	FRIENDS OF THE FESTIVAL 1 day: \$2,000	KIDS VILLAGE BOOTH ACTIVITY SPONSOR 1 day: \$800+\$750 in-kind
	(One opportunity) Booth(s) or footprint	(One opportunity)	(1) 10'x10' booth;		
ponsorship Benefits: ☐ Display booth with banner	up to 10'x30' in prominent locations Display may include vehicles.	Booth(s) or footprint up to 10'x20' in prominent locations	size may be increased to (1) 10'x20' for \$750 additional	(1) 10'x10' booth <u>or</u> one-eighth page ad	(1) 10'x10' booth
Festival program advertising (8,000 programs printed plus digital edition)	Full-page ad	Half-page ad	Quarter-page ad		_
Festival website advertising	Large logo + link	Medium logo + link	Small logo + link	Company name	Company name
Complimentary admission tickets and parking passes	10 admission tickets 5 parking passes	8 admission tickets 4 parking passes	4 admission tickets 2 parking passes	2 admission tickets 1 parking pass	2 admission tickets 1 parking pass
Sponsor acknowledgment on festival signage*	•	•	•	•	•
ponsor introduction and acknowledgment by ity councilmember at festival Welcome Ceremony	•	•	•	•	•
Recognition at Irvine City Council meeting and nvitation to Sponsor Reception	•	•	•	•	•
Commemorative company plaque	•	•	Commemorative company certificate	Commemorative company certificate	Commemorative company certificate
ponsor acknowledgment on stage schedule*	•	•			
tage naming opportunity	•	•			
Social media	•	•			
nvitation to Dignitary Luncheon at festival	•	•	Apply h	y August 13 at irv	vinefestival ora
Brief onstage speaking opportunity at festival Welcome Ceremony	•				
ndividual company signage placed at entrances of festival	•		The festival will be held in accordance with state and local COVID-19 guidelines, which may limited capacity and other modifications not outlined in these materials. Please visit irvineful the latest information.		
Sponsor logo on pre-event marketing such as rack card and street corner banners*	•				

Applications may close prior to August 13 if sponsorship level is full. Submitted applications do not guarantee your participation in the event. The City of Irvine retains the right to accept or reject applications based on appropriateness, availability, duplication of service and/or culture, and/or other criteria as deemed necessary. Applications will be considered in the order in which they are received. *Company name acknowledgment as sponsor on press-related materials is dependent on print size and time constraints.