

October 9, 2021  
Orange County Great Park

**20<sup>th</sup> Anniversary**  
**IRVINE**  
**Global Village**  
**FESTIVAL**  
FOOD • ART • MUSIC



# Sponsorship Opportunities

[irvinefestival.org](http://irvinefestival.org)

## 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

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## About Irvine Global Village Festival

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.

**15,000+**  
Attendance



**50+**  
Cultures  
represented



**100+ Live performances**  
**65+ Vendors & artisans**  
**45+ Restaurants**  
**35+ Cultural exhibitors**

# Become a Sponsor

Apply now at  
**[irvinefestival.org](http://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](mailto:wbrown@cityofirvine.org)



|  | PRESENTING SPONSOR   | STAGE SPONSOR  | PATRON SPONSOR   | FRIENDS OF THE FESTIVAL                        | KIDS VILLAGE BOOTH ACTIVITY SPONSOR   |
|--|--|--|--|--|---------------------------------------|
|  | 1 day: \$20,000<br>(One opportunity)   | 1 day: \$10,000<br>(One opportunity)                       | 1 day: \$3,500   | 1 day: \$2,000                                 | 1 day: \$800+\$750 in-kind            |
| <b>Sponsorship Benefits:</b>   | Booth(s) or footprint up to 10'x30' in prominent locations<br><i>Display may include vehicles.</i> | Booth(s) or footprint up to 10'x20' in prominent locations | (1) 10'x10' booth; 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                     |
| ☆ Display booth with banner  |  |  |  |  | —                                     |
| 📖 Festival program advertising<br>(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<br>5 parking passes   | 8 admission tickets<br>4 parking passes                    | 4 admission tickets<br>2 parking passes                                      | 2 admission tickets<br>1 parking pass          | 2 admission tickets<br>1 parking pass |
| Sponsor acknowledgment on festival signage*  | ●  | ●  | ●  | ●  | ●                                     |
| Sponsor introduction and acknowledgment by city councilmember at festival Welcome Ceremony | ●  | ●  | ●  | ●  | ●                                     |
| Recognition at Irvine City Council meeting and invitation to Sponsor Reception             | ●  | ●  | ●  | ●  | ●                                     |
| Commemorative company plaque   | ●  | ●  | Commemorative company certificate  | Commemorative company certificate              | Commemorative company certificate     |
| Sponsor acknowledgment on stage schedule*  | ●  | ●  |  |  |                                       |
| Stage naming opportunity   | ●  | ●  |  |  |                                       |
| Social media   | ●  | ●  |  |  |                                       |
| Invitation to Dignitary Luncheon at festival   | ●  | ●  |  |  |                                       |
| Brief onstage speaking opportunity at festival Welcome Ceremony                            | ●  |  |  |  |                                       |
| Individual company signage placed at entrances of festival                                 | ●  |  |  |  |                                       |
| Sponsor logo on pre-event marketing such as rack card and street corner banners*           | ●  |  |  |  |                                       |

Apply by August 13 at [irvinefestival.org](https://irvinefestival.org)

The festival will be held in accordance with state and local COVID-19 guidelines, which may include limited capacity and other modifications not outlined in these materials. Please visit [irvinefestival.org](https://irvinefestival.org) for the latest information.