



2024 SPONSORSHIP OPPORTUNITIES

ABOUT the 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 5**, from 10 a.m. to 6 p.m. at the 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.



20,000+
Attendance



50+
Cultures represented



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

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 Great Park.

The festival 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 20,000, 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:

- Amazon Fresh
- Anaheim Ducks
- Chinese American Mutual Association
- Concordia University, Irvine
- Cox Communications
- FivePoint
- Irvine Auto Center
- Irvine Valley College
- MemorialCare Medical Group
- ModernBrain Speech & Debate
- Irvine Ranch Water District
- Los Angeles Rams
- Kaiser Permanente
- The Toll Roads of Orange County
- UCI and UCI Health
- Waste Management



Become a Sponsor

APPLY AT irvinefestival.org

Application deadline is July 31 or until sponsorship level is full.

SPONSORSHIP OPPORTUNITY BENEFITS INCLUDE:

- Booth at festival.
- Stage naming opportunity.
- Program advertising.
- Logo on festival banners.
- Recognition onstage at the festival.
- Recognition on website & social media.
- Invitation to Sponsor Reception.
- Complimentary parking.

For more information, contact:

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FOOD · ART · MUSIC

23rd Annual
IRVINE
Global Village
FESTIVAL

October 5 · Great Park

irvinefestival.org





PRESENTING SPONSOR	STAGE SPONSOR	CULTURAL AREA SPONSOR	PATRON SPONSOR	FRIENDS OF THE FESTIVAL	KIDS VILLAGE BOOTH ACTIVITY SPONSOR
\$30,000 (One opportunity)	\$15,000 (Two opportunities)	\$10,000 (Two opportunities)	\$3,500	\$2,000	\$800+ \$750 in-kind

SPONSORSHIP BENEFITS:

☆ Display booth with banner.

📖 Festival program advertising
(8,000 programs printed plus digital edition.)

🌐 Festival website advertising.

🎟 Complimentary parking passes.

Booth(s) or footprint up to 10'x30' in prominent location. <i>Display may include vehicles.</i>	Booth(s) or footprint up to 10'x20' in prominent location.	Booth(s) or footprint up to 10'x20' in prominent location.	Booth(s) or footprint up to 10'x20' in prominent location.	(1) 10'x10' booth; size may be increased to (1) 10'x20' for \$750 additional.	(1) 10'x10' booth or one-eighth page ad.	(1) 10'x10' booth.
Full-page ad	Half-page ad	Quarter-page ad	Quarter-page ad	Quarter-page ad		—
Large logo + link	Medium logo + link	Medium logo + link	Medium logo + link	Small logo + link	Company name	Company name
5 parking passes	4 parking passes	4 parking passes	4 parking passes	2 parking passes	1 parking pass	1 parking pass
Sponsor acknowledgment on festival signage.*	●	●	●	●	●	●
Sponsor acknowledgment by city councilmember at festival Welcome Ceremony.	●	●	●	●	●	●
Access to VIP Tent during event for premiere viewing.	10 passes	6 passes	6 passes	4 passes	2 passes	2 passes
Recognition plaque presented at Welcome Ceremony.	●	●	●	Commemorative Festival Pin	Commemorative Festival Pin	Commemorative Festival Pin
Sponsor acknowledgment on stage schedule or area banner.*	●	●	●			
Stage or area naming opportunity.	●	●	●			
Social media.	●	●	●			
Invitation to Dignitary Luncheon at festival.	●	●	●			
Brief onstage speaking opportunity at Welcome Ceremony.	●					
Opportunity for company signage placement at entrances of festival.	●					
Sponsor logo on pre-event marketing and recognition on City-issued press release.*	●					

Apply by July 31 at irvinefestival.org.



Applications may close prior to July 31 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.