

2024 ANNUAL FESTIVAL SPONSORSHIPS



ANNUAL PARTNER

\$25,000

ALL BENEFITS OF PREVIOUS LEVEL PLUS:

- Recognition as PRESENTING SPONSOR for all four festivals
- 20 second commercial/promotional video placed in all four YouTube festival recap videos
- Invitation to speak on stage at all four festivals
- Corporate logo on Main Stage festival signage/banners
- Dedicated "Presenting Partner Thank You" e-blast to over 3,500 households

ANNUAL ADVOCATE

\$20,000

ALL BENEFITS OF PREVIOUS LEVEL PLUS:

- Logo/company name included on sponsor recognition slide on YouTube recap videos of all four events
- Booth space at all four festivals - includes 10x10 canopy, one 6 ft table, and two chairs
- Stage recognition as festival sponsor at all four annual festivals

ANNUAL SUPPORTER

\$15,000

ALL BENEFITS OF PREVIOUS LEVEL PLUS:

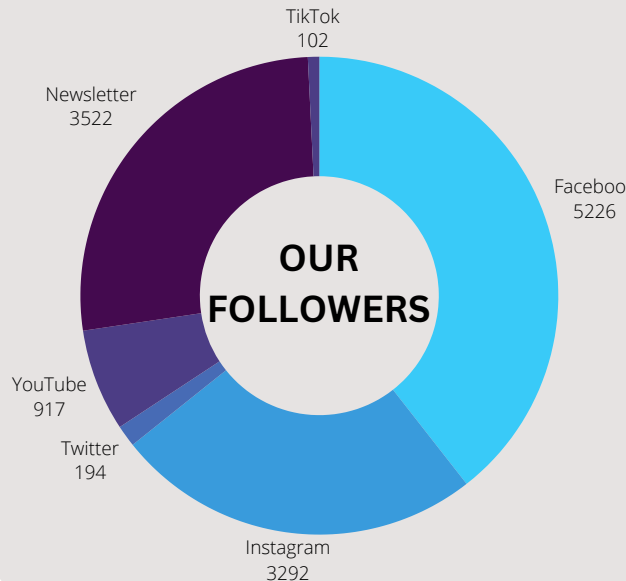
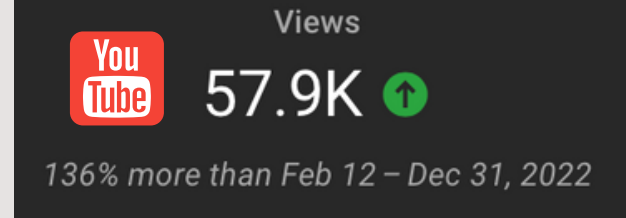
- Individual recognition in a dedicated social media post promoting your support of each festival
- Booth space at two festivals of your choice - includes 10x10 canopy, one 6 ft table, and two chairs
- Logo included on printed materials for all four annual festivals

ANNUAL CHAMPION

\$10,000

BENEFITS INCLUDE:

- Company logo & link on Cultural Coalition website homepage for one year and on all four festival event pages
- Logo & company name included in one social media post per event - reaching over 8,000 followers on Facebook, Instagram, Twitter, & TikTok
- Recognition in all four annual festival recap YouTube videos - Sent to over 900 subscribers, 3,500 newsletter subscribers, and embedded on each festival event page on the Cultural Coalition website
- Permission to distribute promotional/marketing materials at all four events



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Annual sponsorships are an easy way to show our community you support the arts year-round. Each level presents an opportunity for recognition at Cultural Coalitions' four largest festivals:



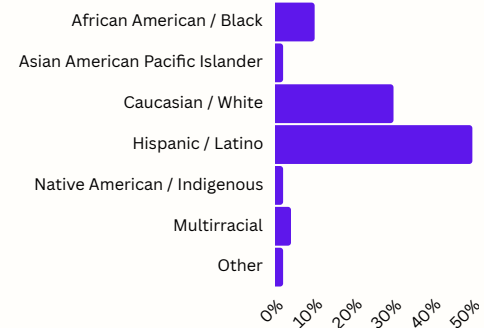
MARCH - Mask Alive! Festival of Masks has grown to see over 5,000 attendees at this one day multi-cultural festival at Pioneer Park in Mesa.

APRIL - El Puente Festival hosts over 5,000 families, connecting cultures and generations through youth arts performances and a community procession from Tempe Center for the Arts.

70% OF ATTENDEES SELF-IDENTIFY ETHNICALLY AS LATINÉ OR BIPOC



AUDIENCE DEMOGRAPHICS



OCT/NOV - Portal to the Past Festival welcomes over 1,000 community members to celebrate indigenous heritage, art, and culture at S'edav Va'aki Museum, featuring performances by local tribal members that explore the importance of water throughout Arizona's history.

OCTOBER - MIKIZTLI: Día de los Muertos Phoenix Festival is Cultural Coalition's signature festival welcoming over 10,000 attendees to Steele Indian School Park in Phoenix with a combination of traditional food, thoughtful ceremony, cultural performances, and ties to its original indigenous roots.

The mission of Cultural Coalition, Inc is to connect communities and generations to ancestral knowledge and practices through artistic cultural preservation and programs that celebrate Chicano, Latiné, and Indigenous heritages. Our Festivals highlight diverse cultural arts practitioners and invite the public to share in Arizona's unique heritages. Our goals are to engage families and children in participatory arts activities by providing FREE opportunities for all communities to come together to celebrate the arts.

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