



CULTURAL COALITION

# 2024 PORTAL TO THE PAST FESTIVAL SPONSORSHIP OPPORTUNITIES

The 6th Annual Portal to the Past Festival, is a free event that celebrates the history, heritage, and water legacy of the Ancestral Sonoran Desert People in Arizona. Hosted by S'edav Va'aki Museum in partnership with Cultural Coalition on Saturday, November 23, this festival is unique by engaging audiences with cultural performances and demonstrations by O'odham artists, in addition to local historical and archaeological resources in the heart of Phoenix.

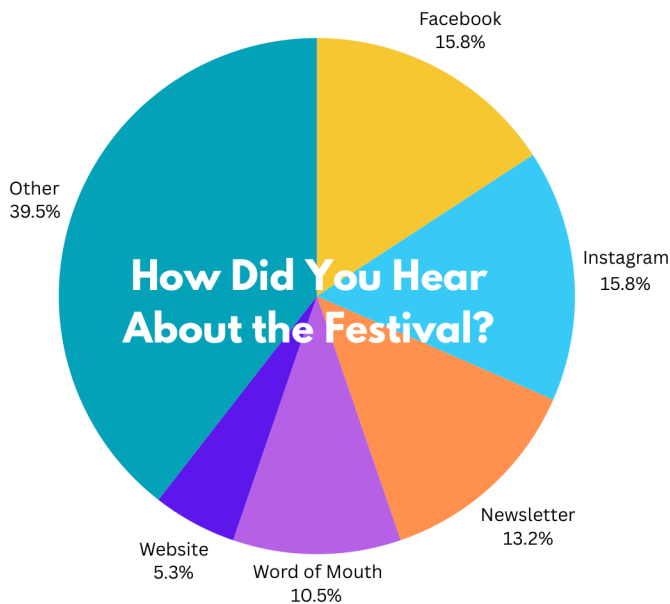
Sponsor support ensures that access to Arizona history and traditional cultures is free for families of all economic backgrounds. The Festival includes free kids crafts, tours of the Museum, artifact interpretation, and more. Not found at any other festival, Portal Fest also features a traditional **Toka Tournament** - an ancestral game similar to field hockey, played by girls and women of the Salt River, Gila River, Ak-Chin, and Tohono O'Odham communities.



## Portal Festival Partners



## 2023 Survey Results



## What Is the Audience Saying?

90% Surveyed said they learned something new about Arizona's water history at the festival.

"I loved the storytelling aspect of the presentations"

"I learned so much it's hard to pick out just one thing I learned about Arizona's Indigenous People."

# WE VALUE OUR SPONSORS



**Presenting  
Sponsor Level  
\$2,500**

**All sponsorship benefits from previous levels plus (limited to one):**

- Recognition as presenting sponsor in all promotional materials (i.e. Portal Festival brought to you by "company name"; Print deadline: Sept. 1, 2024)
- Upgraded 10"x10" booth space (table, tent, chairs included)
- Logo on Cultural Coalition website homepage for one year
- Logo on all festival signage

**Storyteller  
Sponsor Level  
\$1,500**

**All sponsorship benefits from previous level plus:**

- Logo/Link/Tag in sponsor specific thank you post on social media
- 10"x10" booth space only (table, tent, chairs not included)
- Logo included in wrap video on Cultural Coalition's YouTube Channel with 1000+ Subscribers

**Artist  
Sponsor Level  
\$500**

**Benefits include:**

- Recognition in one Cultural Coalition newsletter sent to 3,600+ households
- Recognition in one social media post from both Cultural Coalition and the Se'dav Va'aki Museum - reaching over 15,800 followers
- Logo on event landing page on Cultural Coalition website

**Sponsorship Commitment Deadline: October 21 , 2024**



**Portal Fest videos have surpassed  
22,000 VIEWS ON YOUTUBE since 2020.**



**Cultural Coalition, Inc.'s mission is to connect communities and generations to ancestral knowledge and practices through artistic cultural preservation and programs that celebrate Chicano, Latiné, and Indigenous heritages.**

**To secure your sponsorship, contact:**

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**culturalcoalition.com**

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