



## Sponsorship Packages

2  
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1  
7



“Diversity is the one true thing we all have in common. Celebrate it every day.”





2017 Global Village Festival of  
Greater Akron

September 16, 2017  
11 a.m.-5 p.m.

Jennings Community Learning Center

## History

Beginning in 2010, several community leaders and culturally focused community organizations discussed the importance of bringing greater awareness of the value and richness of our local diversity. The focus was to highlight the international and ethnic diversity of the city as an extremely important community asset that can enrich and enlarge our collective world view.

In 2012, a small committee of cultural community members and the founding partners that included Asia Services In Action Inc., International Institute of Akron, Akron International Friendship, United Way of Summit County, Lock 3 and the City of Akron, established the first annual celebration of international cultures, Global Village Festival of Greater Akron.

## Mission

- +Celebrate our City's cultural & ethnic diversity
- +Provide a venue for building strong relations between our native and foreign-born residents
- +Promote cultural education, peace, non-violence and unity awareness

## A Special Thanks To Our Continuous Supporters



DANIEL HARRIGAN, MAYOR



# 10 Facts to Consider

- + Global Village Festival proudly showcases Summit County's international and ethnic diversity while fostering a greater cultural awareness.
- + Immigrants and refugees help redeem Akron's population decline. Without the foreign-born population Akron's population decline would have more than doubled.
- + Immigrants and refugees boost Akron's economy. In 2013 the foreign-born population held close to 137 million in spending power.
- + \$17 million in taxes were paid by foreign-born households and \$3 million were paid by refugees.
- + Nearly every well-known city provides an International Festival that welcomes and celebrates diversity with ethnic food, entertainment and vendors.
- + International cuisine is in demand and is a huge draw in for patrons who have the funds and curiosity to try something new.
- + As immigrants and refugees settle into the region, they increase the demand for local housing and increase property value.
- + This event benefits your company's employees with the opportunity to learn more about cultural diversity, appreciate each other's backgrounds and develop better interpersonal, community and work relationships.
- + This family-friendly event provides an enjoyable, educational and fun environment for all age groups.
- + Becoming a sponsor for Global Village Festival will reinforce your company's image, increase brand loyalty and create visibility and awareness of your product or service.

All statistics provided by the New American Economy and the Knight Foundation publication, "Welcome to Akron: How Immigrants and refugees Are Contributing to Akron's Economic Growth" (2017)

# Event Profile

The Global Village Festival of Greater Akron brings in hundreds of community members, immigrants, refugees and people of diverse backgrounds to enjoy and celebrate Akron's urban environment. We provide entertainment, music, children's activities, delicious food and vendors. There is something here for everyone.



Target Audience	Families, Foodies, Youth, Teens, Adults, seniors and anyone who appreciates cultural diversity
Anticipated Attendance	700 +
Date and Time	September 17, 2017 Saturday at 11 a.m.-5 p.m.
Location	Jennings Community Learning Center 225 E. Tallmadge, Akron
Cost	Free Admission

## Stage Sponsor \$3,000

(One available)

The stage sponsor of the global Village Festival is a very important part of this event. Many of the acts are groups in the community who volunteer their time to perform only asking for a small stipend. By becoming the sponsor of the entertainment stage you are providing these groups with the funds to share their cultural dances, music and performances.

- + Title rights to the naming of the main entertainment stage
- + Booth space at the event (10X10 tent, table and chairs provided)
- + Logo and link to your website on event webpage
- + Social media promotions
- + Logo on event program and flyer
- + Stage banner with your logo present during all performances
- + Opportunity to make on-site announcements between performances
- + Sponsorship mention in official City Press Release

## Media Sponsor (Radio)

(One Available)

- + Booth Space at Event (10X10 tent, table and chairs provided)
- + Event banners and signage at event (you must provide your own)
- + 1/2 page ad in event program
- + Logo and link to your website on event website
- + Logo on event program
- + Social Media Promotions
- + Exclusive rights as the radio sponsor of the Global Village Festival

## Media Sponsor (Newspaper)

(One Available)

- + Booth Space at Event (10X10 tent, table and chairs provided)
- + Event banners and signage at event (you must provide your own)
- + 1/2 page advertisement in event program
- + Logo and link to your website on event website
- + Logo on event program
- + Social Media Promotions

In return for the above services Global Village Festival would receive advertising through the sponsors medium (Radio/Newspaper).

# 2017 Global Village Festival Sponsorship Levels

## Platinum Globe Sponsor \$2,000

(Two Available)

- + Booth space at event (10X10 tent, table and chairs provided)
- + Logo on event website with link to your webpage.
- + Logo on event program and flyer
- + 1/2 page ad in event program
- + Social media promotions
- + Other marketing opportunities as approved

## Gold Globe Sponsor \$1,000

(Five Available)

- + Booth space at event (10X10 tent, table and chairs provided)
- + Logo on event website with link to your webpage.
- + Logo on event program and flyer
- + Social media promotions

## Silver Globe Sponsor \$500

(Ten Available)

- + Logo on event program and flyer
- + Logo on event website with link to your webpage
- + Social media promotions

## Children's Activity Sponsor \$250-\$1000

(Three Available)

- + Booth space at event (table and chairs provided)
- + Opportunity to provide a children's activity or craft during event
- + Logo on event program
- + Logo on event website with link to your webpage

## Corporate Patron

(Minimum \$100 contribution in cash, gifts or services)

- + Logo on event program

# Sponsorship Levels

We provide	Stage \$3,000	Media	Platinum \$2,000	Gold \$1,000	Silver \$500	Corporate \$100	Children's Activity \$250+
Stage Rights	X						
On-site Announcements	X	X					
Press Release	X						
Stage Banner	X						
1/2 page Ad in Event Program		X	X				
10X10 Booth Space	X	X	X	X			X
Event banners/signage		X					
Logo/Link on event website	X	X	X	X	X		X
Logo on Event Program	X	X	X	X	X	X	X
Logo on Event Flyer	X		X	X	X		
Social Media Promotions	X	X	X	X	X		
Opportunity to Provide Activity							X

Please make checks payable to:

United Way Summit County

Mail to:

220 S. Balch Street, Akron  
OH 44302  
Attn: Melissa Elick



DANIEL HARRIGAN, MAYOR