

ONE WORLD festival

September 21 & 22, 2018
St. Julian St. Duncan



COWICHAN
INTERCULTURAL
SOCIETY

Thank you for considering sponsoring the 2018 One World Festival on Sept. 21 & 22 at our new offices on St. Julian Street in Duncan.

Designed especially for families and fun, the Festival attracts crowds of 1000 – 1500. Everyone loves the free admission, the something-for-everyone activities, and sharing the music, colours, flavours and customs of Cowichan's many cultures.

Culturally themed activities include:

- Live entertainment
- International Fashion Show
- Cuisine Demonstrations
- Community Services
- Art Show & Sale
- Try-It Tents - Calligraphy, costumes, origami, tea ceremonies & more!
- Photo Booth
- Cultural Expo & Marketplace
- Food Trucks
- Kid's World Inflatables

We look forward to welcoming you as a One World Festival sponsor!

Contact:

Elizabeth Croft, Director of Development
250.748.3112 | Elizabeth@cis-iwc.org



BE PART OF A FAMILY, FEEL-GOOD EVENT

**September 21 & 22, 2018
St. Julian St. Duncan**

In the 2016 event survey, 95% of respondents enjoyed the festival and 75% said they would attend again.

Most people heard about the event via print advertising and posters – a proven method to ensure your recognition and profile. All our sponsors are included in the post-event Appreciation Ad.

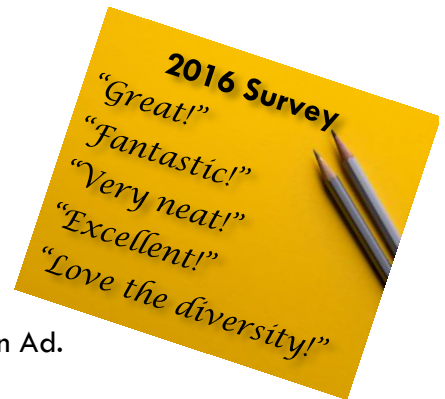
We book 30+ community groups and local organizations to perform, display or volunteer at the Festival. Each dance class and participating group brings friends, family, colleagues and supporters to the event.

In-Kind Sponsorships

In-kind sponsorships are one of the most popular ways to support the One World Festival. The Festival has benefited from many generous contributions: entertainment, tents, time, volunteer appreciation, displays, activities, draw prizes and more.

We offer tailored exposure commensurate with your contribution. This can include web presence, print advertising, Appreciation Ad and on-site signage. All contributors are included in social media and the Appreciation Ad.

Available In-Kind Sponsorships



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|---|--|
| All day coffee station – Available free or by donation. | Volunteers! Are you and your team interested in a volunteer opportunity at a great event? |
| Volunteer breakfast – Coffee and muffins for about 100 | Draw prizes – gift certificates, electronics, cuisine – all items appreciated. Winners and donor announced from the stage. Your team will love volunteering at the Festival! |
| Volunteer lunch vouchers – Estimated value \$500 | Tents – We welcome your branded tent of any size |



\$500 Sponsorship

- Featured logo placement on One World Stage and two CIS Information Tables
- Featured logo placement & tag line in print ads
- Social media thank you upon confirmation, weekly mention leading up to Festival
- Featured logo placement & tag line in full page Appreciation Ad
- An invitation to set up your 10' X 10' branded tent with your choice of engagement - branded give-ways, draws, stickers, info, offers, etc.
- Invitation to introduce one of the stage performances
- Invitation to be in our commemorative One World Festival photo, with print provided

\$250 Sponsorship

- Primary logo placement on the One World Stage, print ads & Appreciation Ad
- Social media thank you upon confirmation, weekly mention during 4 week lead-up
- Invitation to sponsor the culture of your choice in our famous International Fashion Show

\$125 Sponsorship

- Logo placement on One World Stage, website & print ads
- Included in Appreciation Ad
- Gift certificate to food truck of your choice



Sponsor Package Not Really Your Thing?

We'd welcome your sponsorship, and tailor exposure, for the following specifics:

- Old-fashioned popcorn machine, bubble machine & balloons station, signage, social media - \$80*
- Sponsor a cultural costume in the Fashion Show, receive stage mention – just \$25*
- Tables & Chairs – 5 available @ \$150 – signage, print ad*
- Elders Tent - \$200 An out of the way tent for rest, water & coffee, print ad, signage*
- Try-It Tent craft supplies: calligraphy pens, origami paper, tea, paper, paints, etc. \$100, signage*

* All contributions recognized on social media and post-event Appreciation Ad.



COWICHAN
INTERCULTURAL
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IMMIGRANT
WELCOME CENTRE
OF COWICHAN

where cultures connect

Cowichan Valley Intercultural and Immigrant Aid Society
321 St. Julian Street | Duncan BC | V9L 3S5 | 250 748 3112 | www.cis-iwc.org

The Cowichan Intercultural Society has been providing settlement services since 1981. With the help of community supporters like you, Cowichan has welcomed 6000 newcomers and refugees. Alongside settlement services, we offer dozens of opportunities each year for engagement and learning across cultures.