



CITY OF RICHMOND PRESENTS:

MULTICULTURAL FESTIVAL



SPONSORSHIP PACKAGE

- **We Celebrate:**

The rich tapestry of cultures that have found a home here in Richmond, Virginia.

- **Our Goal:**

To bring together and showcase the diverse ethnic groups that have resettled in our vibrant city and to create a platform for fostering understanding, connections, and a sense of unity.

- **Date: Saturday, June 8th, 2024**

- **Time: 1:00 - 8:00 pm**

- **Location: Dogwood Dell Amphitheater | 600 S Arthur Ash Blvd. Richmond, VA 23220**

NOTE: This year, the community resources fair will run from 1:00-4:00PM and the performances will run from 3:00-8:00PM.



OIRE
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AND REFUGEE ENGAGEMENT



ReEstablish
RICHMOND



Event Highlights

Cultural Extravaganza: Highlighting the various ethnic communities in Richmond, celebrating unique traditions, customs, and talents.

Gastronomic Delights: Embracing the opportunity to embark on a culinary journey, savoring the flavors of different cultures.

Family Bonding and Cultural Exchange: Creating a relaxed, inviting space for immigrant and refugee families to interact, fostering cross-cultural connections.

Connection to Resources: Providing information booths to answer questions related to resettlement, healthcare, education, and many other critical services.

Community-Building Initiatives: Fostering dialogue and understanding between Richmond residents and the newcomer population, strengthening the bonds that make our city a welcoming and inclusive community.



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AND REFUGEE ENGAGEMENT



ReEstablish
RICHMOND



GOLD SPONSOR \$10,000

CONNECT DEEPLY WITH NEW CUSTOMERS THROUGH YOUR STORY

Show a diverse and multicultural audience how much you value their communities.

GOLD SPONSOR BENEFITS

Featured Spotlight: TWO dedicated slots (5 minutes each), one on stage and one during the resources fair to showcase your services and organization. Banner located in prime space at the stage.

AMPLIFIED MEDIA EXPOSURE

Your company logo will be displayed on ALL printed material.

Social Media Reach: Leverage the extensive reach of OIRE/City of Richmond and ReEstablish Richmond's Facebook and Instagram platforms, connecting with a wide audience and strengthening your brand's presence among diverse and multicultural communities.

Radio Exposure: Mentions as a Sponsor on radio campaign, two Spanish radio stations (Radio Poder 1380 AM and Ultra Radio 94.5 FM), as well as English spots on Radio One 98.1. Additionally, be recognized as an underwriter for WNRN Radio, enhancing your visibility across various radio channels and multicultural audiences.



GOLD SPONSOR \$10,000

ON-SITE EXPOSURE AT THE EVENT

Banner Display: Your company name/brand prominently displayed at the event venue, including the park, stage, and event flyers, ensuring maximum visibility among attendees from diverse and multicultural backgrounds.

MC Recognition: Gain recognition from the stage during performances, further solidifying your association with the event and its commitment to engaging with diverse and multicultural communities.

EMPOWER YOUR STAFF TO MAKE A DIFFERENCE

Community Engagement: Demonstrate your organization's commitment to social responsibility by involving your staff in meaningful community initiatives that celebrate diversity and multiculturalism. Give them the opportunity to contribute positively and make a real difference in diverse and multicultural communities.

Join us in making a lasting impact on diverse and multicultural communities, fostering meaningful connections, and amplifying your brand's reach. Become a Gold Sponsor today!



SILVER SPONSOR \$5000

SHARE YOUR STORY AND GROW YOUR CUSTOMER BASE

Let a fresh audience see your organization's commitment to community engagement. Showcase how much you care about diverse communities and win over new customers.

SILVER SPONSOR BENEFITS

On-Stage Spotlight:

Enjoy ONE dedicated slot (5 minutes) on stage to share your company's story and values, connecting with the audience and demonstrating your dedication to community involvement.

ENHANCED MEDIA EXPOSURE

Social Media Reach:

Benefit from the extensive following of OIRE/City of Richmond and ReEstablish Richmond on Facebook and Instagram. Your organization's name will be prominently featured across all our social media platforms, fostering meaningful connections with diverse audiences and expanding your brand's reach.

Radio Exposure:

Gain exposure across diverse demographics with mentions in Spanish on Radio Poder 1380 AM and Ultra Radio 94.5 FM, as well as English spots on Radio One 98.1. Additionally, your organization will be recognized as an underwriter on WNRN radio, ensuring visibility leading up to the event.



SILVER SPONSOR \$5000

ON-SITE EXPOSURE AT THE EVENT

Banner Display:

Your company name/brand will be prominently displayed on banners at the park, stage, and event flyers on the day of the event, maximizing exposure among attendees.

MC Recognition:

Be acknowledged by the MC on stage during performances, further cementing your association with the event and its commitment to community engagement.

JOIN US IN CELEBRATING DIVERSITY AND ENGAGING WITH COMMUNITIES. BECOME A SILVER SPONSOR TODAY!



BRONZE SPONSOR \$1000

SHARE YOUR STORY AND CONNECT WITH YOUR CUSTOMERS

Let a fresh audience see the passion your company has for their community. Showcase your commitment to community engagement and attract new customers.

BRONZE SPONSOR BENEFITS

On-Stage Recognition: Enjoy mentions by the MCs, both in English and Spanish, highlighting your services and dedication to the community. This ensures your message reaches a diverse audience during the event.

ENHANCED MEDIA EXPOSURE

Social Media Reach: Leverage the extensive followership of OIRE/City of Richmond and ReEstablish Richmond on Facebook and Instagram. Your organization's name will take center stage across all our social media platforms, fostering meaningful connections and expanding your brand's visibility.

Radio Exposure: Gain visibility through live radio appearances on Spanish-speaking radio shows leading up to the event. Your organization's name will be mentioned, further enhancing your reach within the community.

ON-SITE EXPOSURE AT THE EVENT:

Banner Display: Your company name/brand prominently displayed on banners at the park, stage, and event flyers on the day of the event. As a Bronze Sponsor, your presence will be recognized and appreciated by attendees.

FOOD MUSIC ART
 VENDORS DANCES
 PERFORMANCES
 CRAFTS RESOURCES
 CULTURE FAMILY
 COMMUNITY FUN

MULTICULTURAL FESTIVAL

CITY OF RICHMOND, VA 2024
 IMAGINE

SATURDAY, JUNE 8 | 1PM - 8PM
 DOGWOOD DELL AMPHITHEATER
 (600 S. ARTHUR ASHE BLVD.)

Festival Layout



REGISTRATION FORM

Yes! I want to engage with diverse and multicultural communities to amplify my impact!

[CLICK HERE TO COMPLETE REGISTRATION FORM](#)

