



ETHIOPIAN SUMMER FESTIVAL SPONSORSHIP PACKAGE

To _____

Dear Sir or Madam:

I am writing to you on the behalf of the Ethiopian Summer Festival. The Ethiopian Community Association started a yearly festival with a noble vision - to cherish the rich diversity of our community and unite in the knowledge and understanding of our culture.

The Ethiopian Community Association of BC is a non-profit organization that is established to preserve and promote our culture, there by contributing to the Cultural Mosaic of Canada. In addition, we are engaged in community and youth empowerment programs that would foster a strong and vibrant community.

We are contacting local businesses and organizations by offering them an opportunity to be part of this year's festival on July 9, 2016. We hope you will be one of our generous sponsors. In return for your generosity, the Ethiopian Summer Festival Organizing Committee will recognize your business or organization by various means. The Ethiopian Summer Festival provides a great opportunity for businesses and organizations to promote their products and services directly to thousands of festival attendees.

Thank you for taking the time. If you have any questions or need further information, please feel free to contact me at 604 569 2927

Sincerely,

Kidus Yoseph

The Ethiopian Summer Festival Organizing Committee



Festival Facts

- The Ethiopian Summer Festival is one of the most colorful cultural festival in Burnaby
- The location for this year will be at Wesburn Park at Patterson and Moscrop
- It has been running continuously since 2010 and the date this year will be on **Saturday July 9th, 2016**
- Attendance is approximately **3000**
- The Festival is free to the public, open to all ages, wheelchair accessible and close to public transportation

Exposure Opportunities

There are multiple ways to engage your organization with the Ethiopian Summer Festival. The following types of activities and exposure are available, depending on your level of engagement.

- Promotional vendor presence
- Product sampling sales & distribution
- Banners & on-site display advertising
- Festival booklet, posters and flyers
- Community Announcements

Pre-event Benefits

- Your organization's logo will appear on all e-mail announcements that are sent to several hundred people
- The name of the sponsor will be listed on top of the sponsor's section on the event webpage (visible throughout the year)

During Event Benefits

- Large size banner will be located at more prominent locations
- Branding and visibility opportunity to display company flags, advertising banners and merchandise (to be provided by sponsor)
- Logo visibility on the event backdrop
- Acknowledgement of Event Sponsor status at the official opening



Sponsorship Levels

The following table shows the general guidelines but we gratefully accept contributions of any level. We will work with your organization or business to provide adequate recognition for your contributions.

Status	In-kind or cash contribution	Recognition
Platinum Sponsor	\$500	Logo recognition on a single banner 3'x6' at prominent location, Full page color advertisement on our festival booklet Website banner www.vancouverethiopia.com Posters and flyers Recognition at the festival opening speech Recognition at the dinner and dance event
Gold Sponsor	\$300	Logo recognition with other gold sponsors on a shared banner Half page color advertisement on our festival booklet Recognition at the festival opening speech Posters and flyers
Silver Sponsor	\$200	Half page color advertisement on our festival booklet Posters and flyers
Bronze Sponsor	\$100	Posters and flyers Name recognition on festival booklet
Prize Sponsor	Contest prize and award partners	Recognition at the festival opening speech Recognition at the presentation speech Posters and flyers

Other ways

If your organization cannot provide a monetary or product donation, we also are interested in any promotion or discount you are able to offer. We encourage ECA members and friends to support our sponsors. In addition, we are open to creative ideas. If you have sponsorship ideas, please let us know.



APPLICATION TO BE RECOGNIZED AS SPONSORS

Name:

Address:

Phone:

Email:

Signature:

Date:

Completion of this agreement form is confirmation of your support as a sponsor of the event, as set out above. Upon receipt of this form, ECA will send an invoice for payment of the sponsorship amount. The sponsor is to make payment to ECA within 30 days prior to the event. Please note that sponsorships are non-refundable.



Payment Options:

Please invoice

Payment enclosed (Cheques payable to the Ethiopian Community Association of BC)

Credit card (MasterCard, Visa)

Credit card

Exp:

Will you be donating an item?

Yes

No

Retail value of donated item: \$

Description of donated items: