



**32nd Annual Celebration**  
**Linda Vista Multi-Cultural Fair & Parade**  
**Saturday, April 22, 2017**

Dear Community Partner,

Last year with over 15,000 attendees of diverse geographic, demographic, and ethnic backgrounds, including over 70 vendor booths, 11 sponsors, 3 Entertainment stages, and the largest Parade in its festival history, the Fair & Parade was a success! We are currently planning the 32<sup>nd</sup> Annual Linda Vista Multi-Cultural Fair & Parade, and this year we are ***celebrating and sharing the extensive health resources available to the community***. We would like to invite you to participate as a Sponsor for one of San Diego's best-regarded multi-cultural street celebrations. This joyous occasion takes place on the 6900 block of Linda Vista Road, Saturday, April 22, 2017 from 10:00am-5:00pm.

The Fair is set in the heart of one of the City's most culturally diverse areas, attracting over 15,000 people. The Fair continues to offer San Diegans a fun and family-friendly place to enjoy a day-long program of free live-entertainment, informational booths, arts and crafts, a lively parade, activities for children, ethnic foods from around the world, and more!

Your Sponsorship is important to us as we focus on our health care agencies in 2017. It is the support and sponsorship of companies and organizations such as yours that has made this festival the great community success it has become. We trust you will consider joining us for a day of encouragement and support for the community that provides the chance to grow healthy together.

Enclosed please find details about Sponsorship Opportunities and Benefits, a few of which are limited and an exclusive benefit for you! To be included in all festival marketing materials, sponsorship deadline is **MARCH 25, 2017**.

We are very excited for the upcoming Festival! Should you have any questions regarding sponsorships or the Fair & Parade in general, please do not hesitate to contact me. I will be happy to provide any information needed.

We look forward to your sponsorship of this established cultural asset of San Diego and continued community partnership.

Sincerely,

Lauren Garces and Noli Zosa  
Fair & Parade Directors

**COMMUNITY PARTNERSHIP OPPORTUNITIES**

Linda Vista Multi-Cultural Fair | PO Box 712163, San Diego, CA 92171

lauren@silkradproductions.us | Phone: 619.828.3101



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**FESTIVAL TITLE SPONSOR - \$10,000 (Exclusive 2 year partnership)**

- Recognition as Festival Title Sponsor for 32<sup>nd</sup> and 33<sup>rd</sup> annual Linda Vista Fair & Parade
- Company name and logo prominently displayed at the Main Stage
- Recognized at the Opening Ceremony as the Festival Title Sponsor and mentioned several times during the announcement of the parade and in between performances at the Main Stage
- Included amongst VIPs and elected officials with speaking opportunity at Opening
- Opportunity to introduce an elected official
- Opportunity to ride in the Vanguard Division of the Parade with company name and logo banner on parade vehicle
- Front cover display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, advertising, e-mail blast campaigns, on the LVMCF website and all other media outreach
- Company name and logo printed on back of Official Fair T-shirts
- Two complimentary (10'x10') booths includes 8' table, canopy, electricity and select location

**COMMUNITY STAGE/WORLD ARTS STAGE PARTNER - \$5,000**

Exclusive sponsorship theme stage (Teen Spot or The World Arts Stage) includes:

- Company name and logo will be prominently displayed at the corresponding stage
- Recognized at the Opening Ceremony as one of the Theme Stage Partners, mentioned during the parade and from the Theme Stages in between performances
- Speaking opportunity and introduction of an entertainment act at one of the two theme stages
- Opportunity to ride in the First Division of the Parade with company name and logo bannered on parade vehicle
- Inside cover display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth, includes 8' table and canopy

**PARADE PARTNER – \$3,500 (exclusive)**

- Opportunity to ride in First Division of Parade with company name and logo bannered on parade vehicle
- Recognized at the Opening Ceremony as Parade Partner and mentioned throughout the day from Main Stage
- Display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth includes 8' table

**CARNIVAL ZONE PARTNER - \$2,500 (exclusive)**

- Company and logo prominently displayed in the Carnival Zone



## 32nd Annual Celebration

### Linda Vista Multi-Cultural Fair & Parade

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- Recognized at the Opening Ceremony as Carnival Zone Partner and mentioned throughout the day from Main Stage
- Opportunity to ride in the First Division of the Parade with company name and logo bannered on parade vehicle
- Display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth includes 8' table and canopy

#### **KID ZONE PARTNER – \$2,500 (exclusive)**

- Company and logo prominently displayed in the Kid Zone
- Recognized at the Opening Ceremony as Kid Zone Partner and mentioned throughout the day from the Main Stage
- Opportunity to ride in the First Division of the Parade with company name and logo bannered on parade vehicle
- Display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth includes 8' table and canopy

#### **BIG BANNER PARTNER - \$2,000 (exclusive)**

- Display of company name, logo and ad in fair program
- Your logo on the giant 50-foot banner - installed above Linda Vista Road for a 4-week display
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth

#### **T-SHIRT PARTNER - \$2,000 (exclusive)**

- Display of company name, logo and ad in fair program
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on front of Official Fair T-shirts as the T-shirt Sponsor
- One complimentary (10'x10') booth

### **SPONSOR/COMMUNITY PARTNER INFORMATION**

Linda Vista Multi-Cultural Fair | PO Box 712163, San Diego, CA 92171

lauren@silkroadproductions.us | Phone: 619.828.3101



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*Yes, we want to support the 32nd Annual Linda Vista Multi-Cultural Fair and Parade!  
Enclosed is our tax-deductible donation.*

COMPANY NAME (as printed in Fair Program)

\_\_\_\_\_

COMPANY REP \_\_\_\_\_

TITLE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS

\_\_\_\_\_

CITY, STATE, ZIP

\_\_\_\_\_

COMPANY WEB URL (for link from our website)

\_\_\_\_\_

**Check the desired Partnership Level:**

Festival Title Sponsor - \$10,000

Kids Zone Partner - \$2,500

Theme Stage Partner - \$ 5,000

Big Banner Partner - \$2,000

Parade Partner - \$3,500

T-Shirt Partner - \$2,000

Carnival Partner - \$2,500

Other Donation: \_\_\_\_\_

Please make checks payable to ***Linda Vista Multi-Cultural Fair, Inc.***  
P.O. Box 712163 San Diego CA 92171

The Linda Vista Multi-Cultural Fair is a 501 (c) 3 non-profit organization  
Tax Identification Number 33-0488294