

International Institute's Festival of Nations

Invest in St. Louis' largest, most diverse, international festival: "The best festival in St. Louis. Period." - *St. Louis Post Dispatch*

August 26-27, 2017, in Tower Grove Park

As a festival sponsor, your company will gain visibility among more than 150,000 St. Louisans, including many well-educated, young cosmopolitans with broad international backgrounds.

We can customize a package to meet your marketing needs!

- Promote your brand
- Build your customer base
- Feature a product
- Meet community leaders
- Be identified with this exciting multicultural event!

We have multiple investment levels designed to meet a variety of sponsor interests. We will put your name *directly* in front of hundreds of thousands of potential customers and civic-minded St. Louisans before, during and after the Festival of Nations. Many co-branding opportunities are available.

We also offer **on-site care** to all our sponsors throughout the event, to ensure that all your needs are met and that the event is a success for everyone.

International Institute of St. Louis

Festival Producer

For almost 100 years, the International Institute has offered comprehensive adjustment services for refugees and immigrants in St. Louis. The Institute now reaches more than 8,000 new Americans from 80 countries.

The Institute helps these newcomers overcome language and cultural barriers, which if not successfully addressed, can result in a lifetime of poverty. Instead, with the help of the Institute, many newcomers can become independent and valuable contributors to the St. Louis community.

We produce the Festival of Nations to honor and celebrate our community's growing cultural diversity.

We are a 501 C (3) charitable organization and member of the United Way of Greater St. Louis. Learn more about us at www.iistl.org.

International Institute's Festival of Nations



LARGE AREA SPONSOR - \$15,000

High visibility placement valued at more than \$125,000

Benefits:

Naming rights as Area Sponsor, including sign at area and at least one public announcement per hour at all stages.

20' x 10' exhibitor booth in a location of your choice, with tastings, product demos or couponing privileges.

Half-page ad in complimentary program, reaching 40,000.

Your logo to appear:

- In high visibility placement on two-sided Festival of Nations archways at both east and west ends.
- On "hold the date" cards to 140,000 metro area households
- On Festival of Nations posters
- On the International Institute's Festival of Nations website, including hyperlink.
- At least twice in the complimentary event program
- In selected paid advertising
- On up to 2 additional banners (to be provided by sponsor) in high-visibility locations

You will also receive recognition in informational e-mails to ethnic & international organizations, volunteers, and Institute supporters reaching 3,800+ community members

Social media engagement: Inclusion in group post pre-festival; 1 dedicated post during event: choose platform and day; inclusion in post-festival group post.

Large Area Sponsor Opportunities

- ❖ **Forest Stage:** This stage hosts our largest and highest caliber acts - sponsored by Wells Fargo Advisors
- ❖ **Grand Stage:** Featuring duos, dance groups, and storytellers for a more intimate experience – sponsored by Enterprise Holdings

Still Available:

- ❖ **World Music Stage:** Our stage of fusion, where traditional and modern music blend together
- ❖ **International Food Row:** Stretching ¼ mile, with food booths representing more than 40 countries (logo will be placed on every booth sign)
- ❖ **World Bazaar:** Handicrafts made by artisans the world over, with over 30 countries represented (logo will be placed on every booth sign)
- ❖ **Shuttles:** 9 shuttles operate all-day to pick-up festival-goers around the park and at off-site parking lot

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SMALL AREA SPONSOR - \$10,000

High visibility placement valued at more than \$100,000

Benefits:

Naming rights as Area Sponsor, including sign at area and at least one public announcement per hour at all stages.

10' x 10' exhibitor booth in a location of your choice, with tastings, product demos or couponing privileges.

Half-page ad in complimentary program, reaching 40,000.

Your logo to appear:

- On "hold the date" cards to 140,000 metro area households
- On the International Institute's Festival of Nations website, including hyperlink.
- At least twice in the complimentary event program
- In selected paid advertising
- On up to 2 additional banners (to be provided by sponsor) in high-visibility locations

You will also receive recognition in informational e-mails to ethnic & international organizations, volunteers, and Institute supporters reaching 3,800+ community members

Social media engagement: Inclusion in group post pre-festival; 1 dedicated post during event: choose platform and day; inclusion in post-festival group post.

Small Area Sponsor Opportunities

- ❖ ~~Family Arts & Crafts~~: *Here volunteers help children make international crafts of their own - sponsored by US Bank*
- ❖ ~~Village Green~~: *Participatory ethnic dance lessons! sponsored by Webster University*

Still Available:

- ❖ ~~Kids Music Workshop~~: *Here volunteers help children make instruments and learn how to play them*
- ❖ ~~World Sports & Games Meadow~~: *Here young and old learn how play a variety of international sports and table games*
- ❖ ~~Beer Garden~~: *Featuring craft beers and picnic table seating, located near the World Music Stage*
- ❖ ~~Shuttles~~: *sponsor 5 of 9 shuttles that operate all-day to pick-up festival-goers around the park and at off-site parking lot*
- ❖ ~~Golf Carts~~: *Over 30 carts are used by festival staff to operate the festival. Have your logo placed on each cart.*

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COMMUNITY INVESTOR - \$7,500

High visibility placement valued at more than \$60,000

Benefits:

10' x 10' exhibitor booth in a high traffic location, with tastings, product demos or couponing privileges.

Quarter-page ad in complimentary program, reaching 40,000.

At least 4 public announcements per day from the Main Stage

Your logo to appear:

- On the International Institute's Festival of Nations web site
- In the complimentary event program
- In selected paid advertising
- On up to 2 additional banners (to be provided by sponsor) in additional locations on festival grounds

Social media engagement: Inclusion in group mention pre-festival and in post-festival group thanks.



INVESTOR - \$4,000

Visibility placement valued at more than \$30,000

Benefits:

10' x 10' exhibitor booth with tasting or couponing

1/8 page ad in complimentary program, reaching 40,000

Your name/logo as an Investor added to program and web site

A banner (to be provided by sponsor) in high visibility location



EXHIBITOR - \$2,500

10' x 10' booth space

Partnership with Festival of Nations provides a unique opportunity for you to reach our dynamic and diverse audience with your product or service message – and to demonstrate your commitment to the value of cultural diversity.

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ABOUT OUR FESTIVAL VISITORS

A Diverse and Growing Audience

Founded in 2000, Festival of Nations has quickly grown into the St. Louis region's largest, most diverse annual multicultural festival, drawing an estimated 150,000 visitors, with 46% of them self-identifying as minorities.

Our Audience

- 40% of them, 2016 was their first time attending Festival of Nations
- 25% are 19-34 years of age and 24% are 35-54 years of age
- 22% were born outside of the United States from 52 countries
- The top five countries of origin are China, India, Mexico, Vietnam and Germany

Education and Household Income

- 75% of adults have college degrees
- 33% reported household incomes of more than \$70,000, including 20% with income of more than \$100,000

Where Our Audience Lives

40% of visitors live in St. Louis city, Webster, Ballwin, and Maryland Heights. The rest hail from 124 zip codes in the St. Louis region and around the US!



The target audience for the Festival of Nations is primarily an economically and ethnically diverse group of young adults and families. They are college-educated and well-traveled, and 57% are female.

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WHY PARTNER WITH FESTIVAL OF NATIONS?

Unique, family-friendly fun... at the multicultural event of the year!

Each August, more than 150,000 visitors will gather in tree-lined Tower Grove Park for two days of non-stop ethnic music, dance and the most diverse array of food in town.

Your investment helps keep the festival free, so that St. Louisans can experience our region's growing multicultural diversity first-hand.

Outstanding community and volunteer support The International Institute's Festival of Nations diverse management team of award-winning staff and seasoned volunteers works year-round to deliver a top quality festival.

Large companies, area businesses, ethnic organizations and local residents also give their time and effort, providing 500 volunteers during the festival weekend. And since the Festival of Nations is our free gift to the public, a strong financial partnership with corporations and foundations is essential.



Demonstrated Return on Investment

A survey conducted by the International Events Group, Inc. (IEG), the worldwide authority on the sponsor industry, revealed that festivals have a higher audience loyalty than NASCAR! The survey also found that 78% of companies agree that participating in festivals has a measurable impact on consumer sales of their product, providing the most attractive environment for experiential sampling while heightening brand awareness.

Join us today!

Call or email:

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