



FESTIVAL *of* NATIONS

**Celebrating the cultures of Minnesota through
experience, education and entertainment**

For more than 85 years, the Festival of Nations has inspired people throughout the region to discover more about our world and embrace the rich cultural diversity brought to us by immigrants from around the globe.

2018 Now & Then: Exploring Historical and Contemporary Traditions

In 2018, the Festival will continue its legacy as the longest running multicultural festival in the Midwest and, once again, collaborate with more than 90 ethnic groups to create a truly unique experience – one that celebrates cultural heritage and provides our community's immigrants with a platform to celebrate their culture through world-class performances, exhibits, ethnic cuisine, and personal connections.

**Sponsorship Packet
May 3-6, 2018
St. Paul RiverCentre**

Your Corporate Sponsorship of the Festival of Nations:

- Is an investment in more than 90 ethnic groups and associations;
- Positions your company as a champion of cultural connections and community inclusion;
- Honors and preserves cultural traditions of Minnesota's immigrant communities; and
- Promotes your company brand to a 50,000 person audience of ethnically-identified and New American community leaders, young adults, families and students.



The Festival of Nations is brought to you by:
The International Institute of Minnesota



Founded in 1919, the International Institute of Minnesota was created to address the growing need for resources and transitional support dedicated to immigrant families arriving in Minnesota. Today, the Institute remains committed to its mission to "help New Americans achieve self-sufficiency and full membership in American life," striving to be a beacon for those seeking sanctuary and a new way of life.

Sponsorship Benefits

	Presenting \$25,000	Area \$15,000	Cultural \$5,000	Exhibitor \$2,500
Exclusive naming rights as the Festival of Nations Presenting Sponsor	✓	Presenting Sponsor receives exclusive naming rights of the Festival of Nations. 5 area sponsors receive naming rights to a designated area: World Stage, World Cafe, Atrium Stage, Cultural Exhibits, or International Marketplace.		
Logo visibility/acknowledgment in <i>all</i> advertising (print, tv, radio, social media)	✓			
Logo placement on 20,000 student passport booklets	✓			
Private tour for up to 20 people	✓			
Naming rights to a designated area/performance stage		✓		
High-visibility placement on entryway signage	✓	✓		
Significant logo visibility throughout website	✓	✓		
Public announcements of Sponsorship	8+ per day	4+ per day	4+ per day	
Advertisement in event program	Full Page	Full Page	Half Page	
Logo placement in mobile app	✓	✓	✓	
Logo visibility/acknowledgement in select advertising (print, tv, radio, social media)	All	✓	✓	
Banner(s) (to be provided by sponsor) in select areas	Up to 2	Up to 2	Up to 2	1
Exhibitor booth in select area with demonstration and couponing privileges	20'x10'	10'x10'	10'x10'	10'x10'
Company listed on website	✓	✓	✓	✓
Complimentary tickets	20 weekend passes	15 weekend passes	10 weekend passes	10 tickets
Sponsorship announcement in email to community partners, volunteers and supporters	✓	✓	✓	✓



For more information about 2018 Festival of sponsorship or
request a custom package, contact:
Cori Ertz, Development Director, International Institute of Minnesota
certz@iimn.org or 651-647-0191 x 366

2018 Sponsorship Commitment Form

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

Yes, we are pleased to join the Festival of Nations as a sponsor!

___ Presenting Level \$25,000 (only one sponsorship is offered at this level)

___ Area Level \$15,000

Please contact Cori Ertz at 651-647-0191 x 366 for first choice area availability

___ Cultural Level \$5,000

___ Exhibitor Level \$2,500

___ We are unable to sponsor but would like to make a tax-deductible contribution
to Festival of Nations.

Enclosed is our gift for \$ _____.

Payment Details:

___ A check made payable to Festival of Nations is enclosed.

___ Please invoice me at the address above.

___ Please charge the following credit card (Visa, Mastercard, Discover or American
Express)

Card Number _____ Exp. _____ CVV _____

Name on Card _____

Sponsorship commitment deadline is March 15, 2018

Return completed form to:

International Institute of Minnesota, Attn: Cori Ertz

1694 Como Avenue

Saint Paul, MN 55108

Or email: certz@iimn.org