



# Multicultural Festival OF ELMIRA

HELP SUPPORT



Multicultural Festival of Elmira 2023 | Photographed by Eliseo Martell

## THE 2<sup>ND</sup> ANNUAL MULTICULTURAL FESTIVAL OF ELMIRA





## EMBRACING DIVERSITY AND BUILDING COMMUNITY TOGETHER

Hearts Open for Everyone (HOPE) is excited to share news of the upcoming **2<sup>nd</sup> Annual Multicultural Festival of Elmira (MFE)** on **Saturday, September 21, 2024** at Gibson Park, 17 First St. W. The MFE is the celebration of unity, diversity and shared experiences. It welcomes the opportunity to take intentional steps toward creating a more inclusive community, and to feel a sense of belonging and pride in our cultural heritage.

The inaugural event in 2023 was a resounding success. From March to September, we captured the attention of nearly 50,000 people through website visits, e-newsletters sent by multiple organizations, and posters distributed region-wide. We also reached almost 23,500 engaged social media accounts! This phenomenal response showcases the immense potential and enthusiasm our events generate. And we're just getting started...

As we gear up for year two, we are eager to partner with community-minded individuals and organizations like yours who are committed to advancing equity, diversity, and inclusion (EDI) and actively participating in community initiatives. We invite you to be a part of this journey by becoming a sponsor for the MFE, to play a vital role in supporting the initiatives of HOPE, and to be part of building a more informed, aware and mindful community.

### WHY SPONSOR THE MULTICULTURAL FESTIVAL OF ELMIRA

- **Promote Inclusivity and Diversity:** Align your brand with a cause that champions inclusivity and celebrates diversity.
- **Community Engagement:** Connect with a diverse audience and showcase your commitment to community well-being.
- **Brand Visibility and Recognition:** Gain exposure through various promotional channels, reaching a wide and varied audience.

We have carefully developed sponsorship packages that offer a range of benefits to suit your preferences and business objectives. We believe that your involvement as a sponsor will not only enhance your brand's visibility but will foster a more informed, aware, and mindful community.

Thank you for considering this invitation. We look forward to the possibility of working together to make the MFE a resounding success once again.

### ABOUT HOPE

At HOPE, we believe in building knowledge, awareness and mindfulness together as a growing, racially diverse community. Our programs are thoughtfully curated to raise awareness and celebrate the unique traditions, customs and histories that contribute to the vibrant tapestry of the Woolwich Township community.

With Sincere Appreciation,

Abby Cooper  
Founder, HOPE (Hearts Open for Everyone)  
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# SPONSORSHIP LEVELS

	<b>Platinum</b> \$10,000 +	<b>Gold</b> \$5,000 +	<b>Silver</b> \$2,500 +	<b>Bronze</b> \$1,000 +
Listing in festival program	✓	✓	✓	✓
Verbal acknowledgment on-stage	✓	✓	✓	✓
Logo on marketing material and website	✓	✓	✓	✓
Feature in e-newsletters	✓	✓	✓	
Premium booth space for increased visibility	✓	✓	✓	
Designated activity area to highlight your services	✓	✓		
Dedicated ad space at welcome booth	✓	✓		
Banner/signage in front of stage	✓			
Dedicated mention on social media and radio ads	✓			

## COMMUNITY PARTNER | \$500-\$1000

- Name included on website, social media and select marketing material
- Listing in festival program

## FRIEND OF THE FESTIVAL | UP TO \$500

- Name included on website
- Listing in festival program

## SIGN UP TO BE A SPONSOR FOR THE 2ND ANNUAL MULTICULTURAL FESTIVAL OF ELMIRA 2024

For more information and for donation inquiries, please contact Denise Dickieson at [sponsorship@heartsopenforeveryone.ca](mailto:sponsorship@heartsopenforeveryone.ca).