



MULTICULTURAL FESTIVAL OF ELMIRA

PARTNERSHIP OPPORTUNITIES



Multicultural Festival of Elmira 2024 | Photographed by Robyn Louise Photography

THE 3RD ANNUAL MULTICULTURAL FESTIVAL OF ELMIRA





CELEBRATING CULTURE AND CONNECTING COMMUNITIES

Hearts Open for Everyone (HOPE) is excited to invite you to join us for the upcoming 3rd Annual Multicultural Festival of Elmira (MFE) on Saturday, September 20, 2025, at Gibson Park, 17 First St. W. This vibrant celebration of diversity, connection and shared experiences is an intentional step toward creating a more inclusive community where everyone feels a sense of belonging and pride in our collective heritage.

WHY SPONSOR THE MULTICULTURAL FESTIVAL OF ELMIRA

- **Boost Your Brand Visibility:** In 2024, the festival attracted over 800 attendees and reached nearly 40,000 people online—a 70% increase in engagement. Sponsoring means your brand will be prominently featured in high-impact promotional materials and on-site recognition.
- **Showcase Your Values:** Align your business with a cause that champions equity, diversity and inclusion (EDI). With 28 cultures represented through performances, workshops and cuisine, the MFE is a tangible celebration of community and culture.
- **Connect with Your Community:** Build authentic relationships with attendees who value businesses that give back. Your sponsorship will directly support initiatives that foster understanding, pride and belonging, including cultural workshops and interactive activities.
- **Exclusive Benefits:** Gain tailored perks such as logo placement, on-site branding, and public recognition, ensuring your business is celebrated as a key contributor.

LET'S PARTNER FOR CHANGE

As a sponsor for the MFE, you'll make a positive impact while amplifying your brand's presence in the community. Contact us today to explore sponsorship opportunities and find the perfect fit for your business. Together, we'll create a celebration that inspires and unites.

ABOUT HOPE

At HOPE (Hearts Open for Everyone), we're building a vibrant, multicultural rural community in Woolwich Township. Our mission is to create meaningful shared experiences that unite people from all walks of life, promoting compassion, togetherness, and a deep sense of belonging.

We're excited to work with you to make the 2025 MFE a success!

With Gratitude,

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

	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000
Logo on festival website	✓	✓	✓	✓
Recognition on festival program and signage	✓	✓	✓	✓
Social media 'Thank You' post	✓	✓	✓	✓
Booth at festival	✓	✓	✓	✓
Shoutout during event	✓	✓	✓	✓
Designated social media spotlight		✓	✓	✓
Featured in press releases		✓	✓	✓
Inclusion in event videos			✓	✓
Branded giveaway opportunity			✓	✓
Premium logo placement at festival				✓
Logo on social media ads				✓

IN-KIND SPONSORSHIP

- **Logo Display:** Placement of logo on relevant event materials (e.g., food, giveaway, donations, merchandise).
- **Recognition on Social Media:** Thank-you posts on social platforms for in-kind contributions.
- **Recognition on Festival Program:** Mention in the festival program and on event signage.

SIGN UP TO BE A SPONSOR FOR THE 3RD ANNUAL MULTICULTURAL FESTIVAL OF ELMIRA 2025

For more information and for donation inquiries, please contact Denise Dickieson at sponsorship@heartsopenforeveryone.ca.