



COLUMBIA INTERNATIONAL FESTIVAL

610 Pickens Street • P.O. Box 12504 • Columbia, SC 29211
Office: 803-799-3452 • Cell: 803-318-0800 • Email: festival@ifmusa.org
Dr. Raj Aluri, Director

We are thrilled with the growth **Columbia International Festival** (CIF) has experienced over the past 26 years. Consequently, we expanded our use of S.C. State Fairground's Cantey Building into the Goodman Building, which has increased indoor space to 75,000 sq. ft. and attendance to 20,000 – 22,000. Foreign-born SC residents from over 100 nations participated as national exhibitors, food and bazaar vendors, and quality cultural performers. In addition, on Global Education Day (GED), K-12 students from across South Carolina, who may never have a chance to travel to or interact with other world cultures, learned about them firsthand on *Travel the World under Two Roofs* tours. All this happened because of support from corporations such as yours—not held this year (pandemic).

This year, we honor and celebrate the countries of Asia and the Pacific Islands. In addition, we will have counties from all parts of the world.

The mission of the Columbia International Festival is to

- ✓ Promote awareness, understanding, and appreciation of other cultures represented in our communities.
- ✓ Celebrate our city and state's cultural and ethnic diversity.
- ✓ Provide a venue for building strong relations between our native and foreign-born residents.
- ✓ Build a cooperative network among our various ethnic communities.
- ✓ Promote Columbia and South Carolina as a place of cultural diversity that positively impacts tourism and the economic development of our region.

This event uniquely displays the rich cultural diversity of our cities and the state. The Festival brings our communities together in dynamic celebratory interactions showcasing the colorful traditions, arts, and worldviews of the birth cultures of our international community. In addition, the work and contributions of South Carolina's foreign-born residents enrich our society.

We invite you to join us as a sponsor of the **27th Annual Columbia International Festival** on May 21 & 22, 2022. Your sponsorship also enables our state's poorest (Title One) K-12 students and educators to explore other cultures' contributions to our communities free on May 21 and 22, 2022.

Your sponsorship will attest to your commitment to developing and strengthening our state's unity and multicultural diversity. As you read over the following **10 Facts to Consider**, you'll see many potential benefits of your company's festival sponsorship.

Please get in touch with me at (803)318-0800 to schedule a meeting so that I can answer any questions you may have. Thank you in advance for considering a sponsorship. It is your opportunity to help make the **27th Annual Columbia International Festival** possible.

Very truly yours,

Raj Aluri, Ed.D.
Festival Director

10 Facts to Consider for Sponsoring the Columbia International Festival

1. Nearly 10% of our state's population - about 500,000 foreign-born people from over 200 countries – call South Carolina their home. And are an immigrant nation.
2. The 2022 CIF is the 27th annual celebration of South Carolina's cultural diversity. Designated **One of the Top Twenty Events in the Southeast** by the **Southeast Tourism Society**, the Festival's proven market value has drawn many corporations into sponsorships.
3. The Festival's **Global Education Day** draws nearly 3,000 SC school children and educators together for a unique educational experience. During two-hour **Travel the World Under Two Roof** tours, students interact with their foreign-born neighbors and learn firsthand about world geography, cultures, languages, and history – without even leaving the state! Not held this year for Covid-19 reasons.
4. **Columbia International Festival** uniquely showcases our state's multicultural, cosmopolitan nature. This diversity attracts corporations from other parts of the United States and foreign countries.
5. Foreign-born American citizens contribute significantly to our local economy and society in healthcare, education, sciences, computer technology, etc. They work in small retail shops, service/gas stations, and giant multinational corporations. According to Global Business Alliance, **International companies in South Carolina employ 162,900 U.S. workers. Approximately 88,100 of those jobs are in the manufacturing sector.** And the S.C. Department of Commerce website notes that **more than 1,200 operations of international firms (and growing) call South Carolina home. In addition, majority-owned, foreign-affiliated companies employ 7% of the state's private industry employment.**
6. The state's largest indoor international event, **Columbia International Festival**, develops greater cultural awareness and mutual appreciation, leading to better community relations between South Carolina's native and foreign-born citizens.
7. This family-friendly event (alcohol & smoke-free) provides a safe, enjoyable environment for all age groups. Families love this event.
8. Recognizing the Festival's value, the City of Columbia and Richland County have allocated over \$200,000 to market and promote the **27th Annual Columbia International Festival** and pay for the venue rental and performers' expenses. In addition, the sponsorship income will go toward all other costs for making the event a grand success. The total event budget is over \$400,000.
9. This event benefits your company's employees with the opportunity to learn more about cultural diversity, appreciate each other's backgrounds, and develop better interpersonal, community, and work relationships, which is good for all companies.
10. This Festival enriches and educates everyone in our state, attracts and increases new business growth, improves the work environment, and fosters a better and healthier society.

27th Year

COLUMBIA INTERNATIONAL FESTIVAL

May 21 & 22, 2022 • Cantey & Goodman Buildings • S.C. State Fairgrounds

Sponsorship Information

Categories & Benefits

Diamond Sponsor

Columbia's Largest International Cultural Event (\$25,000 Value)

Contributions can be cash, advertising/promotional expenses, gifts, goods, and services. This sponsorship level includes \$20,000 in cash contribution plus running an advertising campaign of \$5,000 for the Festival, including production and paying for television commercials and newspaper advertisements. This sponsorship level may also include paying to produce festival T-shirts, billboard advertisements, street banners, etc. The title sponsorship may also donate giveaway door prizes to festival-goers.

The Diamond Sponsor benefits include:

- ✦ The Columbia International Festival will be titled "27th Columbia International Festival, presented by Company Name." Alternatively, the diamond sponsor's company name can be used as the event's presenter, such as "Company Name presents the 27th Columbia International Festival."
- ✦ The Diamond sponsor's name (25% of the size of the main title, "Columbia International Festival") will appear in all promotional material and the schedule of events given to all festival visitors.
- ✦ The sponsor's name or logo will be featured on all printed and broadcast festival publicity (including T-shirts, over-street banners, and PSAs issued).
- ✦ The company's banner will be featured over the stage (a 6x12-foot horizontal banner provided by the sponsor; this will be the most prominent banner on the stage). The banner should read "Columbia International Festival presented by Company Name."
- ✦ Live mentions on stage by festival organizers.
- ✦ A booth will be provided at the Festival strategically (including a head table at the pre-festival gala).
- ✦ Ten (10) complimentary passes to VIP seating at the pre-festival International Gala.
- ✦ The Title Sponsorship is exclusive. (The first contributor at this level will be the Title Sponsor.)
- ✦ Rights to use the Columbia International Festival logo/service mark on your own publicity and rights to develop ad campaigns/promotions featuring said logo/association for twelve months: two months before and ten months following the event.
- ✦ One hundred (100) free Individual Admission passes to the Festival.
- ✦ Contributions may be made in two (2) payments if needed. The final payment is due by May 15, 2022.

Platinum Sponsor *(minimum \$10,000 donation)*

Platinum Sponsor benefits include:

- ✚ Name or logo featured on all printed festival publicity material.
- ✚ A company banner (digital logo) will be featured over the stage (a 3x5-foot horizontal banner provided by the sponsor. This will be the second most prominent banner on the stage).
- ✚ Recognition on the schedule of events given to all festival visitors and on promotional materials.
- ✚ Live mentions on stage by festival organizers.
- ✚ We will provide a strategically located booth at the Festival.
- ✚ Eight (8) complimentary passes to VIP seating at the pre-festival International Gala.
- ✚ Rights to use the Columbia International Festival logo/service mark on your own publicity and rights to develop ad campaigns/promotions featuring said logo/association for twelve months: two months before and ten months following the event.
- ✚ Fifty (50) free Individual Admission passes to the Festival.
- ✚ Contributions can be made in two (2) payments. The final payment is due by May 15, 2022.
- ✚ You are a major part of Columbia's largest international cultural event.

Gold Sponsor *(minimum \$5,000 donation)*

Gold Sponsor benefits include:

- ✚ A company banner will be featured on the stage (a 2x4-foot horizontal banner provided by the sponsor. This will be the third most prominent banner on stage).
- ✚ Live mentions on stage by festival organizers.
- ✚ A booth is provided at the Festival in a strategic location.
- ✚ Recognition will be given on the schedule of events given to all festival visitors and on promotional materials.
- ✚ Four (4) complimentary passes to VIP seating at the pre-festival International Gala.
- ✚ Rights to use the Columbia International Festival logo/service mark on your own publicity and rights to develop ad campaigns/promotions featuring said logo/association for twelve months: two months before and ten months following the event.
- ✚ Twenty-five (25) free Individual Admission passes to the Festival.
- ✚ Contributions can be made in two (2) payments. The final payment is due by May 15, 2022.
- ✚ You are a vital part of Columbia's largest international cultural event.

Silver Sponsor *(minimum \$2,500 donation)*

Silver Sponsor benefits include:

- ✚ A booth is provided at the festival site.
- ✚ A company banner may be displayed at the festival site if desired (a 2x3-foot horizontal banner provided by the sponsor).
- ✚ Live mentions on stage by festival organizers.
- ✚ Recognition on the schedule of events given to all festival visitors and on promotional materials.
- ✚ Two (2) complimentary passes to VIP seating at the pre-festival International Gala.
- ✚ Ten (10) free Individual Admission passes to the Festival.
- ✚ Contributions can be made in two (2) payments. The final payment is due by May 15, 2022.
- ✚ Being an essential part of Columbia's largest cultural event.

Bronze Sponsor *(minimum \$1,500 contribution in cash, gifts, or services)*

Bronze Sponsor benefits include:

- ✚ Recognition will be given on the schedule of events given to all festival visitors and on promotional materials.
- ✚ Live mentions on stage by festival organizers.
- ✚ Two (2) complimentary passes to VIP seating at the pre-festival International Gala.
- ✚ Ten (10) free Individual Admission passes to the Festival.
- ✚ Contributions can be made in two (2) payments. The final payment is due by May 15, 2022.
- ✚ You are a significant part of Columbia's largest international cultural event.

Corporate Patron *(minimum \$500 contribution in cash, gifts, or services)*

Corporate Patron benefits include:

- ✚ Recognition will be given on the schedule of events given to all festival visitors and on promotional materials.
- ✚ Two (2) complimentary passes to VIP seating at the pre-festival International Gala.
- ✚ Six (6) free Individual Admission passes to the Festival.
- ✚ Contributions must be paid in full by May 15, 2022.
- ✚ You are a vital part of Columbia's largest international cultural event.

Friend of the Festival *(minimum \$250 contribution in cash, gifts, or services)*

Friend of the Festival benefits include:

- ✚ Recognition will be given on the schedule of events given to all festival visitors and on promotional materials.
- ✚ Two (2) complimentary passes to VIP seating at the pre-festival International Gala.
- ✚ One (1) free Family Admission pass to the Festival.
- ✚ Contributions must be paid in full by May 15, 2022.
- ✚ You are a supporting part of Columbia's largest international cultural event.

27th Annual
COLUMBIA INTERNATIONAL FESTIVAL
May 21 & 22, 2022

SPONSORSHIP AGREEMENT

Please check the applicable Sponsorship Level:

- Diamond Sponsor (\$25,000 & above)** **Platinum Sponsor (\$10,000 to \$24,999)**
 Gold Sponsor (\$5,000 to \$9,999) **Silver Sponsor (\$2,500 to \$4,999)**
 Bronze Sponsor (\$1,500 to \$2,499) **Corporate Patron (\$500 to \$999)**
 Friend of the Festival (\$250 to \$499)

Name of Company: _____

Phone No.: _____ Fax No. _____

E-mail: _____

Address: _____

Contact Name: _____

Agrees to purchase the _____ Sponsorship Package for \$_____.
(level)

Enclosed is a check payable to *Columbia International Festival*

Full Payment Partial Payment of \$_____

Signature: _____ Position/Title: _____

Please mail this agreement and payment to:

Columbia International Festival
610 Pickens Street • P.O. Box 12504 • Columbia, SC 29211
Telephone (803) 799-3452 • E-mail: festival@ifmusa.org
Website: www.cifonline.org