

PHOENIX SISTER CITIES

# WorldFEST

presented by



## 3rd Annual February 29 - March 1, 2008

Celebrate the world we live in...

Phoenix Sister Cities WorldFEST celebrates the culture, arts, music and food of Phoenix's ten sister cities plus a variety of other great places around the globe. WorldFEST visitors will see, hear, smell, taste, touch and actively participate in this hands-on multicultural festival, enjoying:



### Kids' World

Kids' World is for the entire family. Open all day on Saturday March 1st (10 am to 5 pm), there will be plenty of things for kids to do. Each of our sister city volunteer committees plan fun, interactive exhibits and activities that showcase their country's culture...rope a steer in Calgary ; write your name in Chinese calligraphy; make your own Italian festival mask. These are just a few of the fun things that kids can



do! A WorldFEST Passport encourages kids to visit each exhibit and try every activity, rewarding participation with a great prize for a fully-stamped passport. And, when they get tired and need to sit down, the entire family can enjoy ethnic music and dance performances on the Friendship Stage.



### World of Beers

But, WorldFEST is not just for kids, there's lots of fun for adults too - especially ones who enjoy tasting beers and listening to great music. The "World of Beers" at WorldFEST features 50 unique, draft beers including Moretti Birra, Fullers London Pride, Four Peaks, Franziskaner, Paulaner, Pyramid, Stone, Sapporo, Sierra Nevada, Spaten, Kronenbourg, Harp, Nimbus, Rogue, Unibroue, Newcastle, Smithwicks, Sam Adams and Chimay... these are just a few of the beers that will be offered . And there's lots for non-beer drinkers as well - 3 different ciders and soda - plus a wide variety of ethnic foods in "Tastes of the World."

### World Stage

WorldFEST features live music on Friday (5 pm to 10 pm) and Saturday (10 am to 10 pm) on the "World Stage", inside the beer garden. Entertainment includes an eclectic mix of live Rock, Pop, R&B, Soul, Funk, Jazz and ethnic Rhythms – all FREE.

### World Bazaar

No festival is complete without shopping. In the "World Bazaar" artists and crafters tempt you with their wares from cultures around the world and will convince you to travel to far off lands...

To Benefit Phoenix Sister Cities...

Phoenix Sister Cities WorldFEST is a fund-raiser that supports Phoenix Sister Cities international and educational programs.

Since its inception in 1972, Phoenix Sister Cities has been an active, vibrant, exchange organization, building Phoenix's international image through its exchanges, programs and events, while offering municipal leaders, the corporate community, and local citizens the opportunity to meet their international counterparts; to make valuable cultural, educational, social, and economic connections; and to play a vital role as citizen diplomats.



Phoenix Sister Cities currently maintains active sister city relationships with nine international cities - Calgary, Canada; Catania, Italy; Chengdu, China; Ennis, Ireland; Grenoble, France; Hermosillo,



Mexico; Himeji, Japan; Ramat-Gan, Israel; Taipei, Taiwan as well as a Capital Cities relationship with Prague, Czech Republic.

# WorldFEST Sponsorship



## 2007 WorldFEST Sponsors

Phoenix Sister Cities would like to thank all of the sponsors who made the 2007 such a great success. We invite you to join them for WorldFEST 2008!

### Corporate Sponsors

- Pro's Ranch Markets
- Alliance Beverage Distributing Company
- Arizona Republic
- Blue Cross Blue Shield of Arizona
- Casa Fenix
- Honey Bear's BBQ
- Pepsi
- Phoenix Sky Harbor International Airport
- Seidberg Law Offices
- Singapore Airlines
- SRP
- STMicroelectronics
- Tradiciones Restaurant
- US Airways
- Wal-Mart
- Wells Fargo

### Sister Cities Sponsors

- American Family Insurance
- Blue Cross Blue Shield of Arizona
- Bonnett, Fairbourne, Friedman & Balint PC
- Chinese Week Committee
- Chinese Restaurant Association
- Harrison Middleton University
- Seidberg Law Offices
- Steptoe & Johnson
- Southwest Ambulance
- Wells Fargo
- Western International University

### Media Sponsors

- Arizona Republic
- Business Journal
- College Times
- Free FM

## Sponsorship Opportunities

Sponsorship packages range from \$500 to \$15,000. Packages can be customized to meet your unique objectives and budget.

Packages can include:

### Media

Print Advertising, Website logo / link, Radio, TV, Posters, Event Guide, Kid's Passport

### Advance Publicity

Flyer Distribution (Neighborhood & Radio Street Teams), Bar Promotions, Press Releases

City of Phoenix newsletter and website

### Exclusivity

### Drive to Retail

### On-Site Exposure

Stage & Phoenix Sister Cities Booth Signage, Banners, PA Announcements (2 stages and travelling stage), Commercial Exhibit / Booth Space, Inclusion in Kids' Passport

### Sampling

### Hospitality

### Community Relations

## Sponsorship Packages

### World sponsorship

\$ 5,000

World sponsors are associated with a major WorldFEST amenity - World Stage, Kids' World, Friendship Stage, Sponsor Village, World of Beers, Tastes of the World, Volunteer Village, Sister Cities Village. As a sponsor of one of these areas, you will receive high visibility at the event as well as in the advance event publicity. Sponsorships include:

- Recognition as sponsor of the amenity – ie. Kids' World presented by <sponsor>
- Sponsor recognition in festival communications and promotional materials
- Media recognition; Logo ID on print advertisements
- Sponsorship recognition in Phoenix Sister Cities monthly newsletter
- Name and logo displayed on Phoenix Sister Cities website, with link
- Logo ID on posters and event brochures
- Logo ID in WorldFEST Program & Map
- PA announcements during the festival from all stages
- Banner at the sponsored area ie. on stage (sponsor to provide banner)
- Signage displayed throughout the festival site (sponsor to provide 2-3 banners)
- Commercial Exhibit Area (includes canopy, table, 2 chairs, access to electricity)
- Opportunity for company mascot to rove the festival and interact with guests
- Opportunity for company employees to volunteer at the event
- Six (6) daily passes to the Sponsor Village
- Category exclusivity

### Region Sponsorship

\$ 3,500

"Region" sponsors are associated with a minor WorldFEST amenity – First Aid, Information, Baby Changing Area, Traveling Stage, Gaming Area in World of Beers, or a specialized activity. As a sponsor of one of these areas, you will receive visibility at the event as well as in the advance event publicity. These sponsorships include:

- Recognition as sponsor of the amenity included in promotional materials
- Logo ID on print advertisements
- Name and logo displayed on Phoenix Sister Cities website
- Logo ID on posters and event brochures; logo ID in WorldFEST Program
- PA announcements during the festival from all stages
- Banner at the sponsored area (sponsor to provide banner)
- Signage displayed throughout the festival site (sponsor to provide 1-2 banners)
- Commercial Exhibit Area (sponsor to provide canopy, tables, chairs, etc.)
- Four (4) daily passes to the Sponsor Village

### Sister City Booth Sponsorship

\$ 1,000

Each sister city booth sponsor will be designated as the sponsor of one Phoenix sister city (ie. Calgary, Chengdu). These sponsorships include:

- Signage at the Sister City booth (cost includes production)
- Logo ID in the WorldFEST program; recognition and Logo ID in the Kids' Passport
- PA announcements during the event and at opening ceremonies
- Website logo ID
- 10x10 booth space (sponsor to provide canopy, tables, chairs, etc.)
- Signage at the event (sponsor to provide 1-2 banners)
- Two (2) daily passes to the Sponsor Village

### Entertainment sponsorship

\$ 500

Entertainment sponsors will sponsor a specific entertainer – musical group, children's performing group, etc. This may be a group recommended by the sponsor or we can assign an entertainer to you. In recognition and thanks, we would offer:

- Recognition in the printed WorldFEST program
- PA announcements during the event Signage at the event (sponsor to provide banner)
- Two (2) daily passes to the Sponsor Village