

international house
presents:

 **ifest**
@ ihouse

October
5 & 6
2024

Music, dance, food & art
from around the world

SPONSORSHIP PACKAGE

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International Festival 2024 is ifest@ihouse

We are bringing the world home to International House and celebrating 40 years of culture and community at 10 College Park with ifest@ihouse, a festival of music, dance, food, art, and ideas from around the world on the first weekend of October. We will fill every nook and cranny of our beloved home with exciting activities and festivities to commemorate 40 years of building community, cultural connections, and international understanding in Davis' global living room.

ifest@ihouse is a multi-day event this year!

The Tastes and Sounds of ifest: Saturday 10.5.24 from 6-10 pm
Concert and International Street Food, tickets \$65

Tastes & Sounds of ifest is an evening event offering international finger foods from local vendors and live performances by Raices and Bomba Fried Rice.

ifest@ihouse: Sunday 10.6.24 from 12-6 pm
Free, family-friendly festival

ifest@ihouse is a vibrant, free festival celebrating global music, dance, arts, and crafts by local practitioners, artisans, and vendors from the Sacramento Valley. Featuring six hours of performances, artisan and cultural booths, nonprofits, business booths, and food vendors, ifest attracts 2,000 attendees. This event provides a platform for cultural practitioners to share their traditions, express themselves, and cultivate joy.



Why Sponsor ifest@ihouse?

Festival Sponsors have the opportunity to reach over 1,000 attendees from across the region while demonstrating a commitment to diversity and equity in our community. Depending on the sponsorship opportunity you choose, there may be live shout-outs, a booth at the festival, inclusion in advertisement and banner placement at the event. Join us for this one-of-a-kind event that brings people together to celebrate the cultural wealth of our community.

- 6 hours of live performances by cultural groups from around the region
- Craft and cultural workshops
- Fun, kid-friendly activities
- Artisan and informational booths
- International Cuisine

Sponsorship Levels & Benefits

These sponsorship levels are customizable, and we are open to discussing additional benefits or tailored packages based on your company's needs and preferences. We value your partnership and are committed to maximizing the exposure and benefits you receive as a sponsor. All sponsors confirmed by August 31 will receive acknowledgement in all print marketing collaterals.

COMMUNITY SPONSOR | \$250



- Name recognition in ifest@ihouse Program.
- Name recognition on I-House Davis website.

COUNTRY SPONSOR | \$500



- All **Community Sponsor Benefits** &
- Logo placement on I-House Davis website and on event signage.
- Acknowledgement of sponsorship across I-House Davis social media accounts.

CONTINENTAL SPONSOR | \$1,000



- All **Country Sponsor Benefits** &
- Shout out by host at festival.
- Logo placement on event flyer and poster distributed around town.
- 10x10 booth to promote your organization during the festival on October 6th.

INTERNATIONAL SPONSOR | \$2,500



- All **Continental Sponsor Benefits** &
- One dedicated post featuring your company on I-House Davis Instagram and Facebook pages.
- Inclusion in advertising efforts related to the festival including posters, newsletter announcements, and recognition in key media outlets.
- A customized sponsorship package that fits your organizational needs and could include:
 - Branded Sponsor for Tastes & Sounds on Saturday, October 5th (1 sponsor available), including a banner with your company logo.
 - Branded Sponsor for Workshops on Sunday, October 6th (1 sponsor available), including a banner with your company logo.

GLOBAL SPONSOR | \$5,000



- All **International Sponsor Benefits** &
- Featured in event recap video.
- A customized sponsorship package that fits your organizational needs and could include:
 - Logo on ifest@ihouse t-shirts.
 - Logo on downtown banner.
 - Recognition on donor sign in IHouse lounge throughout the 2024-2025 season of events and programs.
 - Branded Sponsor for Vendor Village on Sunday, October 6th (1 sponsor available), including a banner with your company logo.

UNIVERSAL SPONSOR | \$10,000



- All **Global Sponsor Benefits** &
- Dedicated newsletter spotlight to +6,000 subscribers.
- Ongoing program sponsor of I-House programs in the 2024-25 season.
- Branded Sponsor for Main Backyard Stage on Sunday, October 6th (1 sponsor available), including a banner with your company logo.

Interested in becoming a sponsor? Visit bit.ly/ifestsponsor. For confirmation or more information, please contact our sponsorship coordinator, Shelly Gilbride, at shelly@ihousedavis.org.