

AROUND THE WORLD CULTURAL FOOD FESTIVAL

DMV'S LARGEST CULTURAL FOOD FESTIVAL

SPONSORSHIP OPPORTUNITIES



OVERVIEW

- Celebrating the rich intercultural diversity, the Around the World Cultural Food Festival opens its doors for the annual event Saturday, June 17, 2017 from 11:00AM - 8:00PM on the National Mall in Washington D.C.
- Around The World Cultural Food Festival creates a Cultural and Educational Experience like no other in the DMV. The festival delivers a once in a year experience in which our vendors are encouraged to present The Best of The Best from their countries.
- Our restaurants do not only sell food; they showcase, educate and teach their culture through food. With only 1 restaurant per country ~ we are carefully selecting the best of the best for our attendees!
- The event is free of charge and the public will have the opportunity to learn, to eat, to dance, to shop, to witness these vibrantly connected cultures and create their own connections with each and every single country presented in the event.
- Where you can find us -- Washington Monument (corner of Constitution and 15th)

ABOUT US

What is the festival about?

- Around the World Cultural Food Festival brings together diverse, authentic, living traditions from different countries around the world.

Charity

- Every year we carefully select one or more organizations who support children's creative abilities and promote educational development in arts and music to donate funds to.

How will it be presented?

- With an expected attendance of over 15,000 people, everyone will experience these unique cultural connections through cooking and craft demonstrations, music and dance performances.

Why are we different?

- Around The World Cultural Food Festival creates a Cultural and Educational Experience like no other in the DMV.

WHY ARE WE DIFFERENT

- Around The World Cultural Food Festival is more than a food event ~ it creates a Cultural and Educational Experience like no other in the DMV.
- With only 1 restaurant per country ~ we are carefully selecting the best of the best for our attendees! The event gives the participating restaurants a chance to present their culinary customs and traditions to the attendees.
- We focus on Culture only! So, you will not experience the overwhelming advertising of brands as seen in other events. Our Sponsors will be able to display their name and brand through a non-aggressive advertising, focused on the educational and cultural component only.
- This year, we are introducing a Cultural Fashion Show! We are also encouraging attendees to come dressed up in their traditional costumes and participate in the show.
- All of our performers and artists interact with the audience and have 10 to 15 minute dance lessons to teach them their traditional dance moves.

MISSION AND VISION

- **Our Mission** is to preserve and strengthen the culture of each country while presenting it to the public throughout the course of this event and give all the participants a chance to learn from one another and understand the cultural differences and similarities.
- **Our Vision** - Experience, Learn, Teach, Share Different Cultures.

WHY US

- We are THE LARGEST cultural food festival in the DMV area
- First year's attendance - 15,000 people
- Prime time and location - in June at the Washington Monument on the National Mall
- With DC being considered a “melting pot”, we are bringing together cultures and traditions from all over the world so, everyone can relate to our event and find pleasure and pride in participating and supporting their native country.
- In 2016 we had over 26 countries showcasing their culture through food, music and dance performances.

WASHINGTON D.C. STATS

Males: 312,040 (47.4%)

Females: 346,853 (52.6%)

Median resident age: 33.8 years

District of Columbia median age: 33.8 years

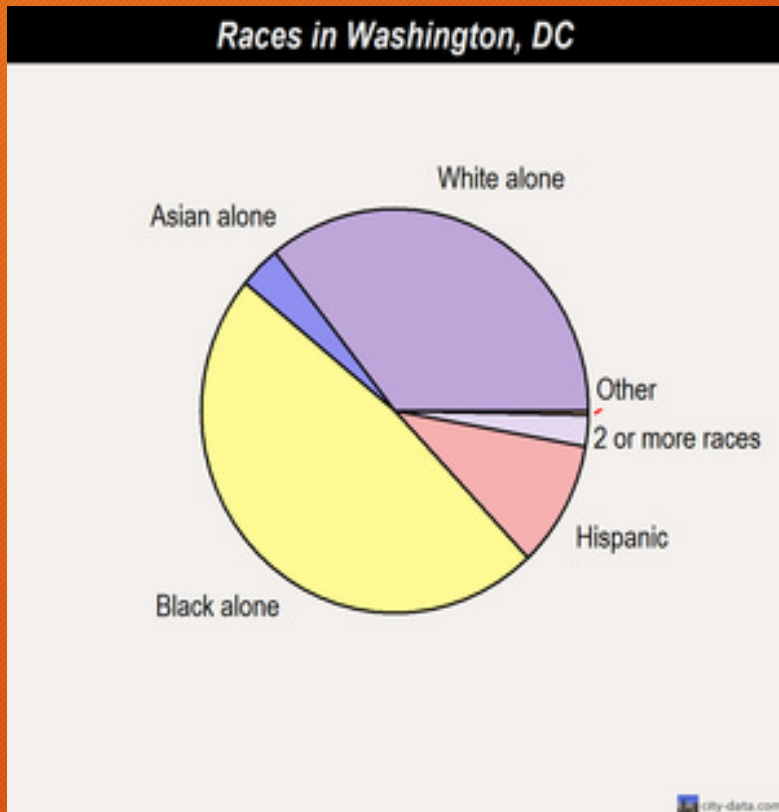
Estimated median household income in 2013: \$67,572 (it was \$40,127 in 2000)

Washington DC: \$67,572 (Men) / \$67,572(Women)

Source: <http://www.city-data.com/city/Washington-District-of-Columbia.html#ixzz4KrOCWB13>

- In 2014, DC welcomed a total of 20.2 million visitors, setting a new record for the city.
- The Washington, DC's overseas visitor volume increased 14% in 2014.

WASHINGTON D.C. STATS (cont'd.)



Black alone	48.0%	310,129
White alone	35.6%	230,264
Hispanic	10.1%	65,560
Asian alone	3.4%	22,222
Two or more races	2.5%	16,108
Other race alone	0.2%	1,205
American Indian alone	0.1%	857
Native Hawaiian and Other Pacific Islander alone	0.02%	104

EVENT SPECS

- 2016 Event attendance - 15,000 people
- 86% of attendees come to taste different cuisines
- 74% come for the cultural performances
- 96% like the iconic and very convenient location of the National Mall
- 65% come for socializing
- 80% of the restaurants participating reported that their business income increased after the event
- 34% attend for the Kids' Educational Activities Corner
- 85% of attendees learned about the event from FaceBook

EVENT SPECS (cont.'d)

- According to a research done by Destinations DC on the number of visitors Washington DC had in 2014, the National Park Services - Mall locations had 28.8 million visitors, which placed this location on the second place of the most visited locations in DC (the first one was National Park Services - All locations with 39.2 million visitors). DC's total visitor volume in 2014 reached a record high and is expected to continue to increase by 2 to 3% each year through 2018. (Destination DC - www.destinationdc.com).
- With over 30 countries participating in the event accompanied by their embassies, with food, music, dance, fun — this alone is the perfect recipe for a great event!!

KEY FACTS ABOUT THE EVENT

- ATTENDANCE
15,000 PEOPLE
- SOCIAL MEDIA ENGAGEMENT
860,000 PEOPLE
- TRADITIONAL FOOD
- CULTURAL MUSIC AND DANCE PERFORMANCES
- CULTURAL ACTIVITIES FOR KIDS
- CULTURAL FOOD DEMOS/ LESSONS
- EMBASSY PARTICIPATION
- SPECIAL GUESTS PARTICIPATION

DEMOGRAPHICS



MEN: 28%



WOMEN: 71%

INCOME

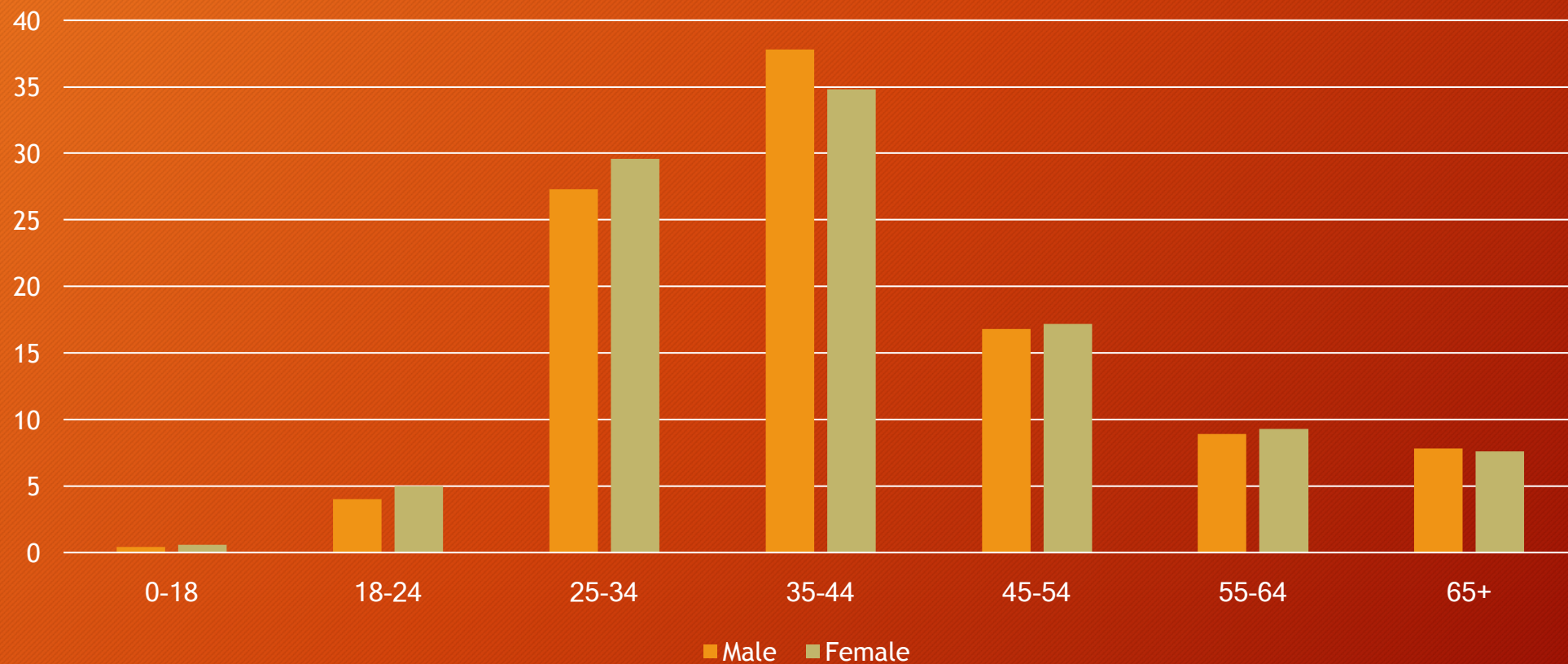
0 - 29.9K	32%
30K - 59.9K	53%
OVER 60K	15%

NATIONALITY

- WHITE CAUCASIAN
- BLACK/ AFRICAN AMERICAN
- HISPANIC
- ASIAN
- MIDDLE EASTERN

DEMOGRAPHICS

AGE CHART



SOCIAL MEDIA IMPACT

- FACEBOOK

- FB ORGANIC REACH: 860K (EVENT'S PAGE)
- FB ORGANIC ENGAGEMENT: 25.9K
- FB ORGANIC POST REACH PER DAY: 5K
- FB AUDIENCE BUILT IN 10 WEEKS: 21.6K
- *NO PAID ADVERTISING ON SOCIAL MEDIA CHANNELS WAS USED FOR THIS FESTIVAL*

- TWITTER

- INSTAGRAM

- PINTEREST

- EVENTBRITE

- YOUTUBE

- BLOG

- WEBSITE

- NEWSLETTER (6,000 SUBSCRIBERS)

2017 FACEBOOK STATS



JUN
17

Around The World Cultural Food Fes...

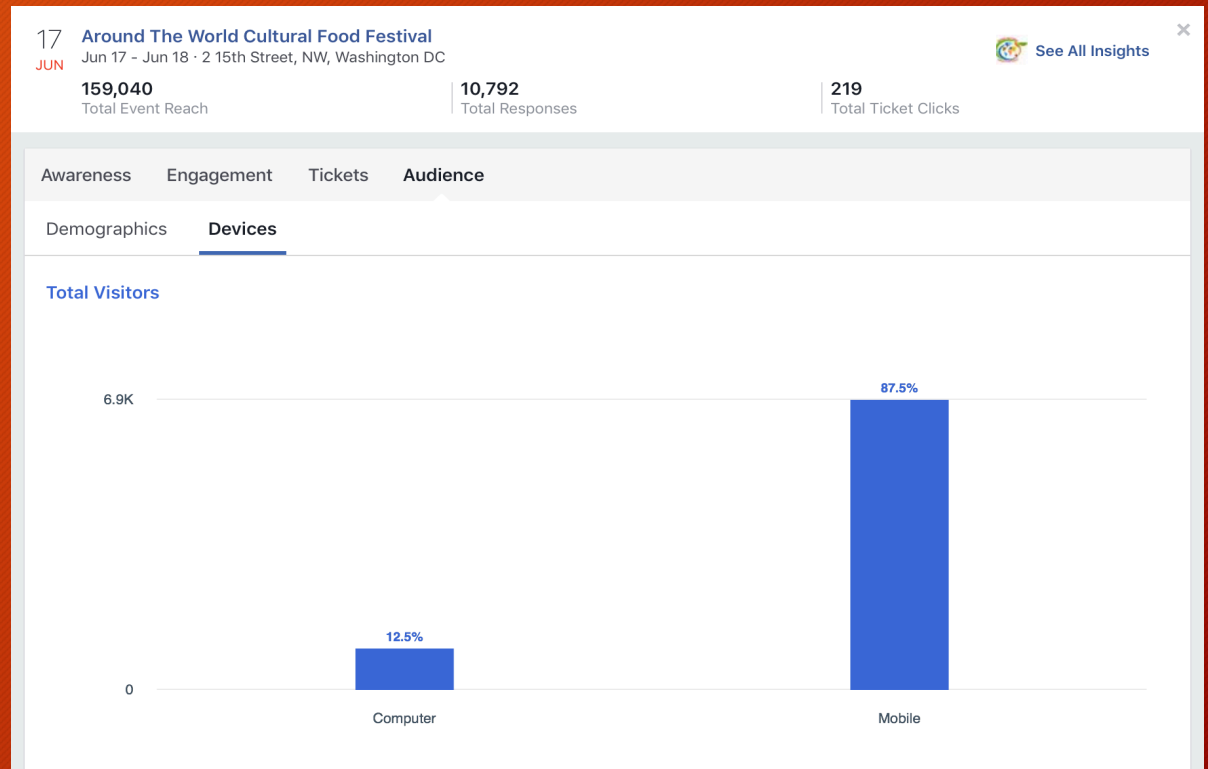
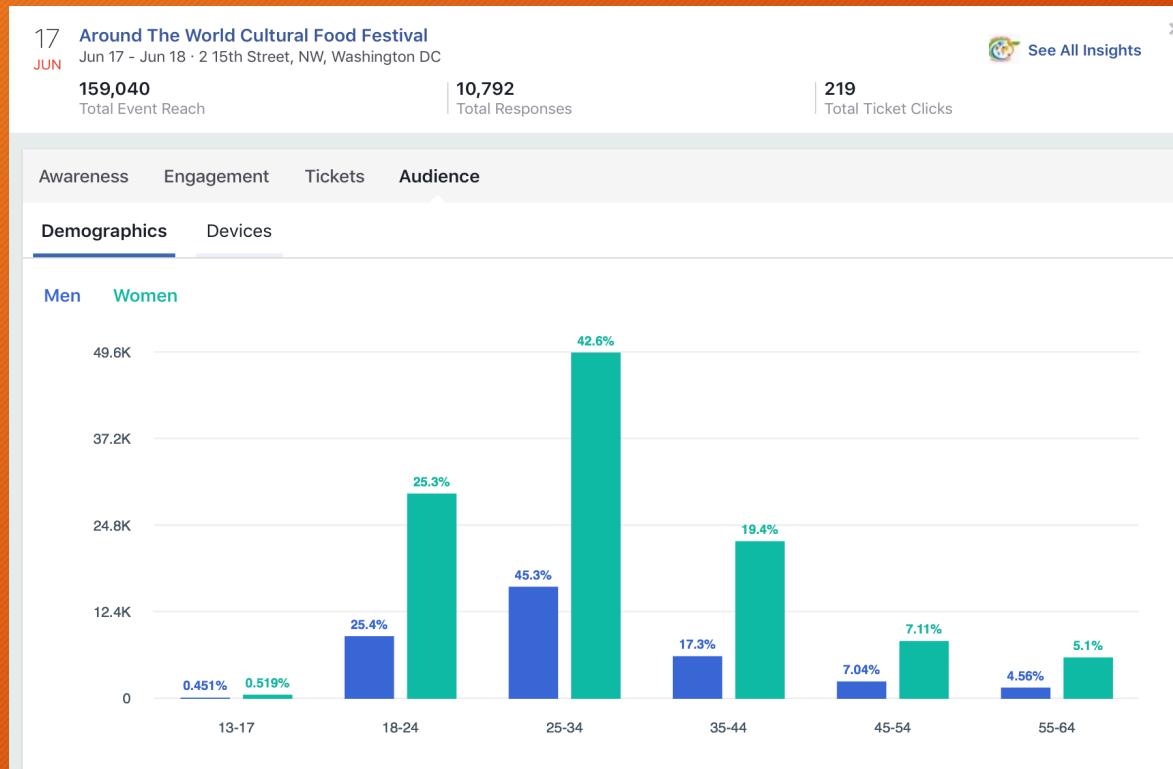
Jun 17 - Jun 18 · 2 15th Street, NW, Washingt...
8,842 people interested · 767 people going

✓ Going ▼

Facebook stats as of 02.20.2017.


- Event opened to the public on 02. 13. 2017 (1 week open on FB)
- Organic advertising ONLY
- Stats shown below.

2017 FACEBOOK STATS (cont'd.)




2017 FACEBOOK STATS (cont'd.)

INSIGHTS

159K Reached 
+155k this week



7.7K Viewed 
+7.4k this week



5.5K Responded 
+5.2k this week



17 JUN Around The World Cultural Food Festival Jun 17 - Jun 18 · 2 15th Street, NW, Washington DC

159,040
Total Event Reach

10,792
Total Responses

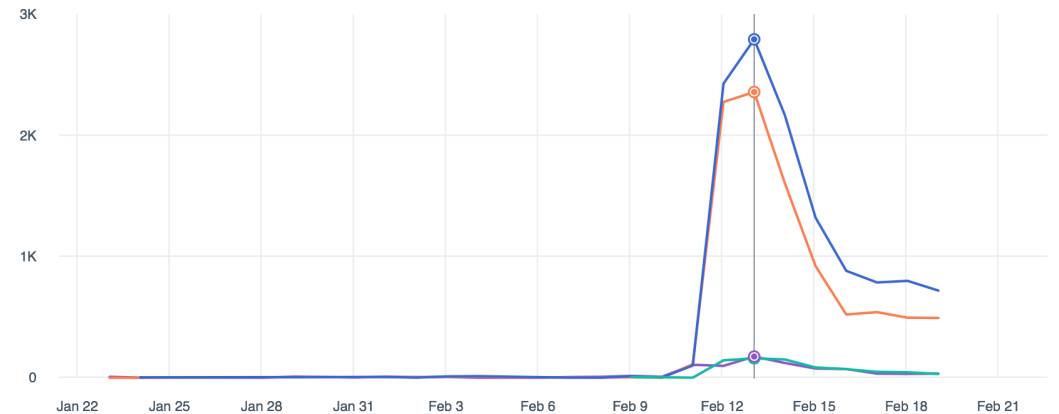
219
Total Ticket Clicks

 See All Insights 

Awareness Engagement Tickets Audience

People Who Responded Event Actions

2.8K Likes on Event 161 Comments on Event 176 Shares of Event 2.4K Posts on Event



WHY BECOME A SPONSOR

Why be a Sponsor?

- Your association with DC's cultural festival can help you reach and impact more than 15,000 educated, affluent and culturally-savvy attendees and create brand experiences in a non-traditional way.
- Thousands of food-conscious, culturally motivated consumers will know your business.
- Among others, your company will benefit of website advertising; media coverage; access to a diverse range of target audiences and more. You will receive promotion in electronic outreach, signage and the Festival's website and social pages.

Benefits of sponsorship can include:

- Recognition of your company through a wide range of festival branding on social media;
- Category Exclusivity;
- Main Stage Signage;
- Exclusive Area Onsite Signage;
- Website Advertising;
- Inclusion on the event's program distributed at the event;
- Heightened Visibility due to positive publicity through the media;
- Access to a diverse range of target audiences and more.

SPONSORSHIP PACKAGES

FESTIVAL SPONSOR ~ \$9,500

- ❖ Recognition on Main Banner on the stage.
- ❖ Recognition on Social Media (once a day on main social media channels—FB and Twitter).
- ❖ Website Logo and Link
- ❖ Full Page Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Company Name on Around The World Festival's Program
- ❖ Inclusion on the event's Food, Cultural Activities, Beverage and VIP tents.
- ❖ Listed as Exclusive Sponsor on all Food Vendor Awards. The awards will be given based on public' vote.
- ❖ Inclusion in all press releases as a major sponsor
- ❖ 10 VIP Tickets included

EXCLUSIVE

FOOD PAVILION ~ \$6,500

- ❖ Listed as Presenting Sponsor on all Food Tent banners
- ❖ Recognition on Social Media (twice a month on main social media channels—FB and Twitter)
- ❖ Half Page Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Inclusion on the Food Vendors' menus.
- ❖ Website Logo and Link
- ❖ Company Name on Around The World Festival's Program

EXCLUSIVE

EMBASSY PAVILION ~\$6,500

- ❖ Listed as Presenting Sponsor on all Embassies Tent banners
- ❖ Recognition on Social Media (twice a month on main social media channels—FB and Twitter)
- ❖ Half Page Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Website Logo and Link
- ❖ Company Name on Around The World Festival's Program

EXCLUSIVE

SPONSORSHIP PACKAGES (cont'd.)

CULTURAL ACTIVITIES ~ \$6,500

- ❖ Company Name on all related Cultural activities and Cultural Tent
- ❖ The Cultural Tent will include different vendors who will present and educate the attendees on different cultural practices from around the world.
- ❖ Social Media Promotion (twice a month on main social media channels—FB and Twitter)
- ❖ Half Page Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Website Logo and Link
- ❖ Company Name on Around The World Festival's Program

EXCLUSIVE

MEDIA VIP LOUNGE ~ \$4,500

- ❖ Recognition on the Media Tent Banner
- ❖ Your logo on all MEDIA VIP wristbands
- ❖ Interview Exclusivity with all vendors participating in the event and the Organizers
- ❖ Recognition on Social Media (twice a week on main social media channels—FB and Twitter)
- ❖ Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Website Logo and Link
- ❖ Company Name on Around The World Festival's Program

VIP LOUNGE ~\$4,000

- ❖ Your logo on all VIP wristbands and VIP LOUNGE tent
- ❖ Recognition on Social Media (twice a month on main social media channels—FB and Twitter)
- ❖ Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Website Logo and Link
- ❖ Company Name on Around The World Festival's Program

EXCLUSIVE / per DAY

SPONSORSHIP PACKAGES (cont'd.)

SECURITY - \$6,500

- ❖ Covering all costs associated with security provided by DC Police and Park police
- ❖ Recognition on the Main Stage side panel
- ❖ 8 VIP Tickets included
- ❖ Recognition on Social Media (twice a month on main social media channels—FB and Twitter)
- ❖ Website Logo and Link
- ❖ Quarter Page Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Company Name on Around The World Festival's Program
- ❖ Festival event privileges including 6 VIP tickets to Around the World Festival and pre event parties.
- ❖ Inclusion in all Special Guest announcements.

EXCLUSIVE

BEVERAGE TENT ~ \$3,000

- ❖ Recognition on the Beverage Tent Banner
- ❖ Recognition on Social Media (twice a month on main social media channels—FB and Twitter)
- ❖ Website Logo and Link
- ❖ Quarter Page Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Company Name on Around The World Festival's Program

ONLY 3 SPONSORS

1 PER TENT

KIDS CORNER- \$3,500

- ❖ Listed as Presenting Sponsor in Kids' Corner Tent.
- ❖ Recognition on Social Media (twice a month on main social media channels—FB and Twitter)
- ❖ Website Logo and Link
- ❖ Quarter Page Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Company Name on Around The World Festival's Program

SPONSORSHIP PACKAGES (cont'd.)

CULTURAL FOOD DEMO ~\$3,500

- ❖ Listed as Presenting Sponsor in the Cultural Food Demo Tent.
- ❖ Recognition on Social Media (twice a month on main social media channels—FB and Twitter)
- ❖ Website Logo and Link
- ❖ Quarter Page Free Ad advertisement in nine (9) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Company Name on Around The World Festival's Program

EXCLUSIVE

AWARDS~ \$2,000

- ❖ Listed as Presenting Sponsor for Food Vendor Awards.
- ❖ Name Recognition on the Awards table banner
- ❖ Recognition on Social Media (once a month on main social media channels—FB and Twitter)
- ❖ Website Logo and Link
- ❖ Quarter Page Free Ad advertisement in six (6) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Company Name on Around The World Festival's Program

EXCLUSIVE

MEDICAL TENT ~ \$1,500

- ❖ Listed as Presenting Sponsor on the Medical Tent Banner
- ❖ Recognition on Social Media (once a month on main social media channels—FB and Twitter)
- ❖ Website Logo and Link
- ❖ Quarter Page Free Ad advertisement in six (6) newsletters (Logo placement in January-June issues) - over 6,000 subscribers
- ❖ Company Name on Around The World Festival's Program

EXCLUSIVE

SPONSORSHIP PACKAGES (cont'd.)

SMALL BUSINESS SPONSORSHIP ~ \$550

We have created this sponsorship to provide an opportunity to Small Businesses to be part of such a large scale event and promote their business to thousands of people.

We have all been there - we know how much support and exposure small businesses need for their products and/ or services and we are here for them!!

- ❖ Recognition on Social Media with the promotion desired (once on the main social media channels—FB and Twitter)
- ❖ Website Logo and Link on festival's website
- ❖ Inclusion on the festival's blog
- ❖ Inclusion in the festival's newsletter (sent to over 6000 subscribers)
- ❖ Company name on the festival's program
- ❖ Only Small Businesses qualify for this type of sponsorship

Proudly Supporting Small Businesses

WHY WE NEED YOUR SUPPORT

- The festival is an educational, admission FREE event and without the Festival's Sponsors and Supporters, we would not be able to grow this event and push it to its full potential. Your sponsorship will help defray the cost of organizing the event; funds received from sponsorships are used in all aspects of producing the festival, as well as donated to careful selected organizations who support children's creative abilities and promote educational development in arts and music.
- We are trying to bring at least one well-known international guest artist at the event and this involves extra costs that we need support with.
- Sponsorship of the Around the World Cultural Food Festival will be of utmost importance to the Festival, the community of DC, and the DMV area.
- Every year, we careful select organizations who support children's creative abilities and promote educational development in arts and music to donate money to and your Sponsorship support is needed to bring all these plans to fruition and ensure the long-term relevancy of these cultural institutions in our community.

THANK YOU FOR YOUR SUPPORT!

AROUND THE WORLD CULTURAL FOOD FESTIVAL

Supporting Cultural Diversity in the Washington DC Metro Area

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