



Dear Prospective Sponsor,

The Kids International Festival highlights international cultures, music, art, cuisine and much more while bringing different nationalities together in one festival. We seek to provide the city of Houston with the ultimate international kid experience.

The Kids International Festival was created to promote unity, diversity and to preserve the tradition of the international culture in our community like no other festival.

We would like to solicit your support and participation in this event in where you would not only enhance the project, but also help ensure its success. A portion of the proceeds will be donated to *Flamart* (Featuring Latin American Music and Arts) Art Education Program that includes: Instruments in schools (Initiative that provides funds for the purchase scholarship funds and/or repair of music instruments).

As you review the enclosed proposal and promotional material, it is our hope that you will respond positively with a commitment to support this unique event. If you have any questions or comments, please contact us at your convenience.

Thank you in advance for your kind consideration. It is our hope that you will not only become a supporter for the event, but that you will become a proud sponsor of The Kids International Festival for years to come.

Sincerely,

Gianna Edwards
Kids International Festival
President
gianna@kifest.com
www.kifest.com



MEDIA CAMPAIGN

In order to attract the maximum number of possible attendees, The Kids International Festival is collaborating with several organizations in the promotion of this event. This collaboration brings supporting media sponsors which include:

- * KPRC Local 2 (Official English Media sponsor, TV)

Along with these, our partner Flamart's enjoys great media relation with:

- * The Houston Chronicle
- * La Prensa de Houston
- * Great Day Houston

In addition to the above, The Kids International Festival will launch marketing efforts of its own that include:

- * Radio spots on MEGA 101.1fm, Univision Radio 104.9fm and 920am and few other local stations
- * Street Team campaign – over 20,000 promotional cards

Facebook campaign not only on its page but in those of collaborating organizations which include: Latino Noise, Tu Gente Latina, Strictly Street Salsa, Salsa y Salud, The Houston Latin Fest, others, totaling over 20,000 contacts.

Email campaign with affiliate programs such as Social XM, Latino Noise, Tu Gente Latina, Strictly Street Salsa, Foundation for Modern Music, and others, totaling over 50,000 contacts.

Continuous Promotion for 5 months leading to the Fest: Email and

Social Media (5 months)

Promotional Cards (3 months)

Radio (1month)



Sponsorship Opportunities

Become a sponsor of The Kids International Festival, one of the only unifying and broad appeal kids festivals, placing your product/brand in-front one of the country's most diverse kids events. Along with this, international music, dances and different food from around the world, added bonuses of different ethnic groups to which your brand would be exposed. The International Kids Festival offers several levels of sponsorship opportunity which are detailed below:

TITLE(Exclusive)	\$10,000
<ul style="list-style-type: none">➤ Inclusion as title sponsor in all radio and TV promotional spots➤ Logo inclusion on all printed materials➤ Banner placement on site the day of the event➤ Banner placement on event's site➤ Logo placement on event's site➤ Inclusion in online and social media campaigns (facebook & twitter)➤ (3)10 x 10 tent space➤ (12) Scripted announcements from the stage➤ On stage recognition the day of the event➤ (12) Complimentary tickets to the VIP hospitality area➤ First right of annual refusal	



PRESENTING(Shared)

\$8,500

- Inclusion as presenting sponsor in all radio & TV promotional spots
- Logo inclusion on all printed materials
- Banner placement on site the day of the event
- Banner placement on event's site
- Logo placement on event's site
- Inclusion in online and social media campaigns (facebook & twitter)
- (2)10 x 10 tent space
- (10) Scripted announcements from the stage
- On stage recognition the day of the event
- (10) Complimentary tickets to the VIP hospitality area

SUPPORTING(Shared)

\$7,000

- Inclusion in all radio and TV promotional spots
- Banner placement on site the day of the event
- Logo inclusion on all printed materials
- Logo placement on event's site
- Inclusion in online and social media campaigns (facebook & twitter)
- (2)10 x 10 tent space
- (8)Scripted announcements from the stage
- On stage recognition the day of the event
- (8)Complimentary tickets to the VIP hospitality area



GOLD(Shared)	\$5,000
<ul style="list-style-type: none">➤ Logo inclusion in all printed materials➤ Banner placement on site the day of the event➤ Logo placement on event's site➤ Inclusion in online and social media campaigns (facebook & twitter)➤ (1)10 x 10 tent, table and 4 chairs➤ (6)Scripted announcements from the stage➤ (6)Complimentary tickets to the VIP hospitality area	
SILVER(Shared)	\$3,500
<ul style="list-style-type: none">➤ Logo inclusion in all printed materials➤ Banner placement on site the day of the event➤ Logo placement on event's site➤ Inclusion in online and social media campaigns (facebook & twitter)➤ (1)10 x 10 tent space➤ (4)Scripted announcements from the stage➤ (4)Complimentary tickets to the VIP hospitality area	
BRONZE(Shared)	\$2,000
<ul style="list-style-type: none">➤ Logo inclusion in all printed materials➤ Logo placement on event's site➤ Inclusion in online and social media campaigns (facebook & twitter)➤ (1)10 x 10 tent space➤ (2)Complimentary tickets to the VIP hospitality area	
COPPER(Shared)	\$1,000
<ul style="list-style-type: none">➤ Logo inclusion in all printed materials➤ Logo placement on event's site➤ (1)10 x 10 tent space	