

SAN FRANCISCO ETHNIC DANCE FESTIVAL

Festival Sponsors Needed

“I know of no regular event that more effectively, more movingly, recommends this country’s diverse inclusiveness than the annual San Francisco Ethnic Dance Festival.”

—Alastair Macaulay, *The New York Times* (June 2015)

World Arts West has proudly presented the *San Francisco Ethnic Dance Festival* for the past 38 years. In July 2017, for the first time, we will be presenting our annual *Festival in San Francisco’s Historic War Memorial Opera House*. **There will one Festival show the weekend of July 8 & 9, and a completely different show with all new artists on July 15 & 16.**

Through music and dance, the annual *Festival* showcases the beauty of diverse cultures that are thriving in the Bay Area. This year, 14 distinct world cultures will be represented at the *Festival* and over 12,000 Bay Area audience members will be in attendance.

In our current environment, your support is needed now more than ever. Your *Festival* sponsorship:

- Demonstrates the importance of cultural diversity
- Promotes cultural awareness
- Helps local culture bearers thrive

In appreciation of your support, your name will be:

- Shown in our *Festival* program book
- Prominently displayed at the Opera House
- Promoted in publicity materials distributed before and during the programs

Will you join us in celebrating the vibrancy and cultural diversity of the Bay Area by becoming a 2017 *Festival* sponsor?

Please contact Julie Mushet at (415) 474-3914 or julie@worldartswest.org.

Thank you for your kind consideration,

*The staff and board of World Arts West,
and thousands of grateful artists*

SAN FRANCISCO ETHNIC DANCE FESTIVAL

2017 Debut at the San Francisco War Memorial Opera House Festival Sponsorship Levels and Benefits

Changemaker - \$100,000

Lead Festival Sponsor for both 2017 Festival performance weekends

- Full-page color ad on the outside Festival program book back cover
- Top line placement on all Festival posters (2,000), rack cards (50,000) and marketing brochures (40,000), and on the Festival website
- Insert into 300 TV spots and ads from media sponsorships
- Credit line in press releases sent to regional top-tier print media
- Prominent acknowledgement in extensive social media campaign
- Private backstage tour and reception for company employees and/or guests
- 32 Box Seat and 100 VIP tickets for both Festival weekends and pre-show Opera House reception

Innovator - \$50,000

Premiere Festival Sponsor for both 2017 Festival performance weekends

- Full-page color ad on the inside of Festival program book
- Premiere placement on all Festival posters, rack cards, marketing brochures, and website
- Credit line in press releases sent to regional top-tier print media
- Prominent acknowledgement in extensive social media campaign
- Private backstage tour and reception for company employees and/or guests
- 24 Box Seat and 100 VIP tickets for both Festival weekends and pre-show Opera House reception

Catalyst - \$25,000

Weekend Sponsor for the 2017 Festival performance weekend of your choice

- Half-page color ad inside Festival program book
- Prominent name or logo placement on all Festival rack cards and marketing brochures, posters and website
- Credit line in press releases sent to regional top-tier print media
- Acknowledgement in extensive social media campaign
- 16 Box Seat and 100 VIP tickets for Festival weekend of your choice and pre-show Opera House reception

Creator - \$10,000

Prominent acknowledgement as a 2017 Festival Sponsor

- Name or logo placement in the Festival program book
- Name or logo placement on the Festival website
- 8 Box Seat and 100 tickets for both Festival performance weekends at the SF War Memorial Opera House

Luminary - \$5,000

Acknowledgement as a 2017 Festival Sponsor

- Name or logo placement in the Festival program book
- Name or logo placement on the Festival website
- 8 Box Seat tickets for both Festival performance weekends at the SF War Memorial Opera House

SAN FRANCISCO ETHNIC DANCE FESTIVAL

Yes, we want to be a:

◇ Changemaker	\$100,000
◇ Innovator	\$50,000
◇ Catalyst	\$25,000
◇ Creator	\$10,000
◇ Luminary	\$5,000

NAME _____

TITLE _____

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

We would like to be listed in the program book as:

◇ Please contact me about other underwriting opportunities.

Please return this form to:
 World Arts West, Fort Mason Center, 2 Marina Blvd., Bldg. D, #230, San Francisco, CA 94123
 or email to julie@worldartswest.org
 Please make all checks payable to **World Arts West**

World Arts West is 501(c)(3) non-profit. Our Federal Tax ID number is 94-2542619
 Questions? Please contact us at (415) 474-3914 or julie@worldartswest.org