

FIL FEST USA

FIL FEST USA PRESENTS FIL FEST 2023 AT MOUNT TRASHMORE, VIRGINIA BEACH, VA



FILFESTUSA.COM



VIRGINIA'S LARGEST FILIPINO CULTURAL ANNUAL EVENT



THIS EVENT HAS BEEN HELD ANNUALLY SINCE 2015 AND WILL BRING A BETTER UNDERSTANDING OF THE FILIPINO PEOPLE THROUGH A MIXED DELIVERY OF THE ON-HAND ACTIVITY, INTERACTIVE SONG, AND DANCE.

OUR TWO-DAY EVENT WILL INCLUDE FILIPINO CULTURE AND CUISINE EDUCATION AND ENTERTAINMENT.

THIS YEAR'S THEME IS THE ARTS: PERFORMING, VISUAL, CULTURAL, AND CULINARY ARTS.

DISCOVER MORE IMMENSE OPPORTUNITIES BY SEEKING THE CHILDREN'S TENT, VOLUNTEER, INFORMATION TENT, CULTURAL TENT, OR THE WINE/BEER GARDEN

WE INVITE YOU TO BE A SPONSOR FOR THIS EVENT. WITH A FILIPINO POPULATION OF OVER 80,000 IN HAMPTON ROADS, THIS PIVOTAL EVENT WILL BE GREAT FOR YOUR COMPANY. DISCOVER MORE IMMENSE OPPORTUNITIES BY SEEKING THE CHILDREN'S TENT OR VOLUNTEER AND INFORMATION TENT. GET YOUR EMPLOYEES INVOLVED AND GET THEM TO BE VOLUNTEERS. THE KEY IS TO BE PRESENT AND PARTICIPATE TO GET THE FULL BENEFITS OF WHAT THIS EVENT CAN BRING TO YOUR COMPANY.

JOIN FILFEST USA EVENT POWER OFFERING! YOUR PARTICIPATION IN THIS ANNUAL EVENT WILL HELP PROMOTE YOUR COMPANY'S PRODUCTS AND SERVICES. WE ENTICE YOU TO BE PART OF THIS EVENT BY BRINGING THIS NEEDED PROGRAM TO YOUR COMMUNITY. JOIN IN THE FUN - LET'S IGNITE THIS EVENT TOGETHER SHOWCASING THE REASON WHY THE WORD "UNITY" IS BUILT IN THE WORD COMMUNITY. WE LOOK FORWARD TO HEARING FROM YOU AND HAVING YOU AND YOUR COMPANY AT FIL FEST USA!

SINCERELY YOURS,
NAOMI V. ESTARIS
BOARD MEMBER AND DIRECTOR OF SPONSORSHIP

EVENT INFORMATION

THE LARGEST FILIPINO AMERICAN CELEBRATION IN VIRGINIA, THE FESTIVAL ATTRACTS **5,000+ ATTENDEES** OF DIVERSE ETHNIC AND CULTURAL BACKGROUNDS FROM ALL OVER THE DMV REGION, OFFERING OPTIMAL OPPORTUNITY FOR YOUR ORGANIZATION OR BUSINESS TO ADVERTISE AND PROMOTE THROUGHOUT THE ASIAN COMMUNITY.

SEPTEMBER 30TH
OCTOBER 1ST

MT. TRASHMORE

VIRGINIA BEACH, VA



HAMPTON ROADS REGION ENCOMPASSES THE SECOND-LARGEST FILIPINO COMMUNITY ON THE EAST COAST

70K+

VIRGINIA BEACH
POPULATION 450K+



8K+

CHESAPEAKE
POPULATION 249K+



4K+

NORFOLK
POPULATION 250K+



PAST VIP GUEST



PIA WURTZBACH
MISS UNIVERSE
FILFEST 2016

JAY R
FILIPINO-AMERICAN SINGER-
SONGWRITER
FILFEST 2018



MAIN SPONSORSHIP PACKAGES

\$10,000 **PERFORMING ARTS**
TITLE SPONSOR

\$7,500 **CULINARY ARTS**
DIRECTOR SPONSOR

\$5,000 **VISUAL ARTS**
STAR SPONSOR



PERFORMING ARTS

TITLE SPONSOR

THE FILFEST USA STAGE SPONSOR IS AN INCREDIBLE MARKETING PLACEMENT OPPORTUNITY AND INCLUDES ALL AMENITIES OF FILFEST USA SPONSORSHIPS, PLUS HIGH-LEVEL MARKETING TO SUIT YOUR BRANDED PRESENCE AT THE FESTIVAL AND IN SOCIAL MEDIA, PRINTED MEDIA AND SPOKEN PROMOTIONAL CAMPAIGNS.

PACKAGE VALUE
\$10,000

VISIBILITY

OFFICIAL FILFEST USA STAGE BRANDED WITH YOUR COMPANY LOGO OR FAMILY NAME.

EXCLUSIVE SPONSORSHIP MENTIONS BY BANDS AND MCs THROUGHOUT THE EVENT.

10 x 15 TENT

MEDIA BRANDING

PRINTED OUTDOOR BANNER FLANKING TENT WITH YOUR COMPANY LOGO OR FAMILY NAME, CROWD-FACING FOR HIGH VISIBILITY AND EXCELLENT SOCIAL MEDIA OPPORTUNITIES LOGO OR FAMILY NAME PRESENCE ON FILFEST USA WEBSITE SOCIAL MEDIA CAMPAIGNS AND CROSS-PROMOTIONS CUSTOMIZED WITH OUR MARKETING DIRECTOR TO SUIT THE NEEDS OF YOUR BUSINESS AND REACH YOUR TARGET AUDIENCE

MARKETING CAMPAIGN

A CUSTOMIZED MARKETING CAMPAIGN TO BEGIN BEFORE THE FESTIVAL, AT THE FESTIVAL, IN LIVE SOCIAL MEDIA COVERAGE AND IN PRESS COVERAGE

***ACCESS TO THE BEER AND GARDEN TENT WITH 20 BADGES FOR VIP ACCESS**

***ONLY ONE TITLE SPONSORSHIP IS AVAILABLE.**



CULINARY ARTS DIRECTOR SPONSOR

CONTENT BENEFIT:

OUR 2-DAY EVENT WILL SHOWCASE FILIPINO CULTURE, CUISINE, AND ENTERTAINMENT. PARTICIPATION FROM REGIONAL AND LOCAL BASED ARTISTS, DANCE AND MUSICAL GROUPS THAT WILL PERFORM. THE VARIETY OF VENDORS INCLUDES FOOD, RETAIL PROFESSIONALS, ARTISTS, CRAFTERS, AND CIVIC ORGANIZATIONS AND THEIR EXHIBITS. PHILIPPINE DEPARTMENT OF TOURISM SHOWCASING OVER 7000 ISLANDS OF THE PHILIPPINES. WELCOME THE PUBLIC TO NOT ONLY WATCH THE FILIPINO PERFORMERS, DANCERS, AND SINGERS BUT ALSO GET THE AUDIENCE TO PARTICIPATE IN SPECIALTY DANCES AND SONGS, INCLUDING CHILDREN'S DANCES.

WEBSITE

LOGO ON THE WEBSITE AND ROTATING AD

VISIBILITY

COMPANY LOGO ON EVENT STAGE.

LOGO ON, T-SHIRT, AND ALL POSTERS AND FLYERS.

AD POSITION IN SOUVENIR PROGRAM

10 X 15 TENT

MEDIA BRANDING

LIVE VOICE OVER ACKNOWLEDGEMENT

THROUGHOUT THE 2 DAY EVENT

SPECIAL SPONSOR ACKNOWLEDGEMENT

BY THE ARTISTS DURING THE SHOW.

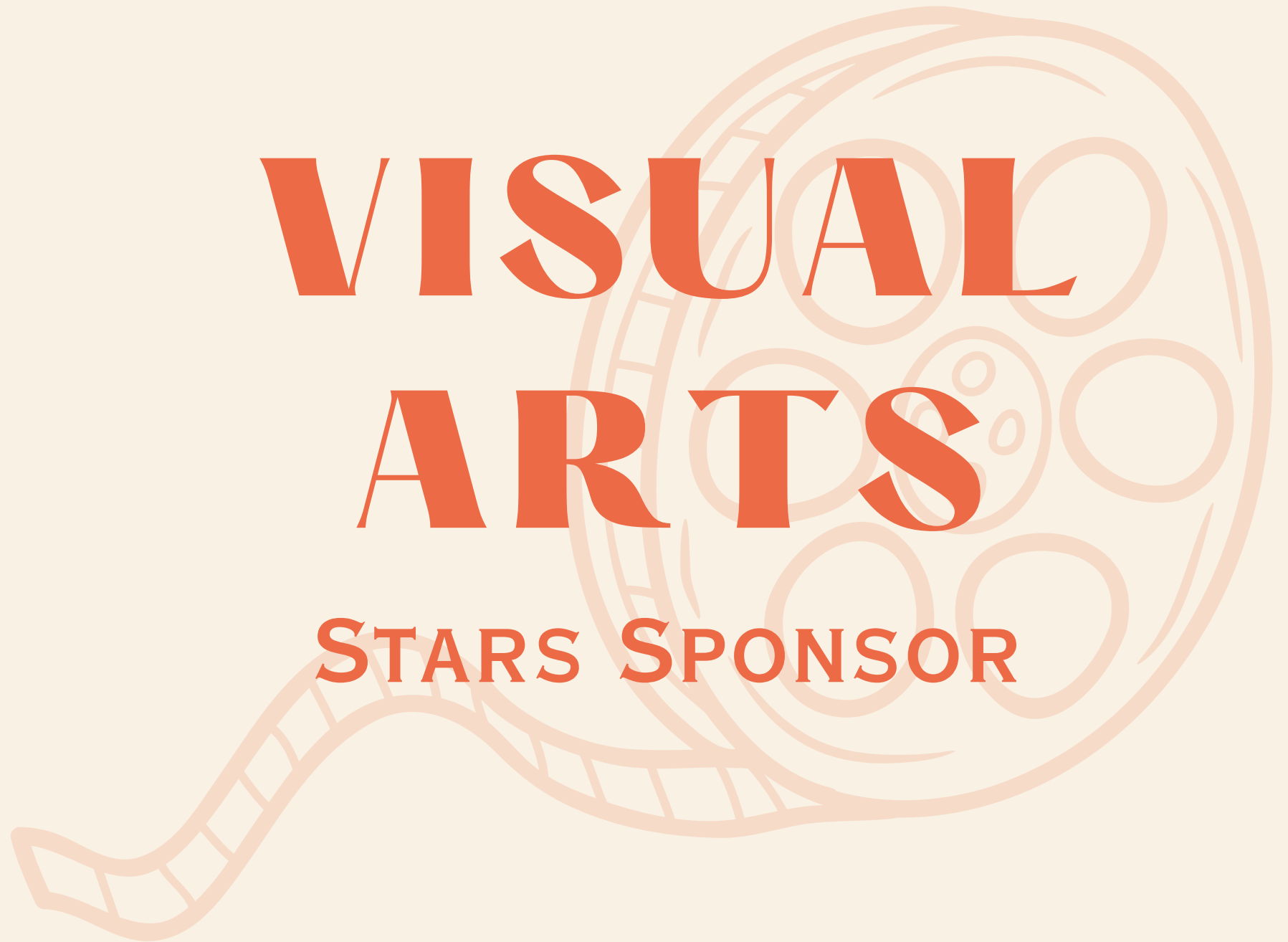
ON ALL MEDIA, COMMERCIALS. SOCIAL MEDIA

***ACCESS TO THE BEER AND GARDEN TENT**

WITH 15 BADGES FOR VIP ACCESS

PACKAGE VALUE

\$7,500



VISUAL ARTS

STARS SPONSOR

CONTENT BENEFIT:

THE GOAL IS TO INFUSE ENTERTAINMENT AND EDUCATION SO THAT THE COMMUNITY WILL BE ENGAGED WITH EH CULINARY EXPERIENCES AND FILIPINO FOLKLORE IN SONG AND DANCE. IMPORTANTLY, THIS EVENT WILL BE HELPING TO BRING A GREATER UNDERSTANDING OF THE LARGE POPULATION OF FILIPINO AMERICANS IN HAMPTON ROADS AND ON THEIR LIFESTYLES.

PACKAGE VALUE

\$5,000

WEBSITE

LOGO ON THE WEBSITE AND ROTATING AD

VISIBILITY

COMPANY LOGO ON EVENT STAGE.

LOGO ON, T-SHIRT, AND ALL POSTERS AND FLYERS.

AD POSITION IN SOUVENIR PROGRAM

10 X 15 TENT

MEDIA BRANDING

LIVE VOICE OVER ACKNOWLEDGEMENT

THROUGHOUT THE 2 DAY EVENT

SPECIAL SPONSOR ACKNOWLEDGEMENT

BY THE ARTISTS DURING THE SHOW.

ON ALL MEDIA, COMMERCIALS. SOCIAL MEDIA

*ACCESS TO THE BEER AND GARDEN TENT

WITH 10 BADGES FOR VIP ACCESS

DANCERS CIRCLE SPECIAL PACKAGE



LOGO AND PRESENTED BY
HAVE YOUR COMPANY LOGO ON
ALL TROPHIES AND AWARDS

PACKAGE VALUE
\$4,000

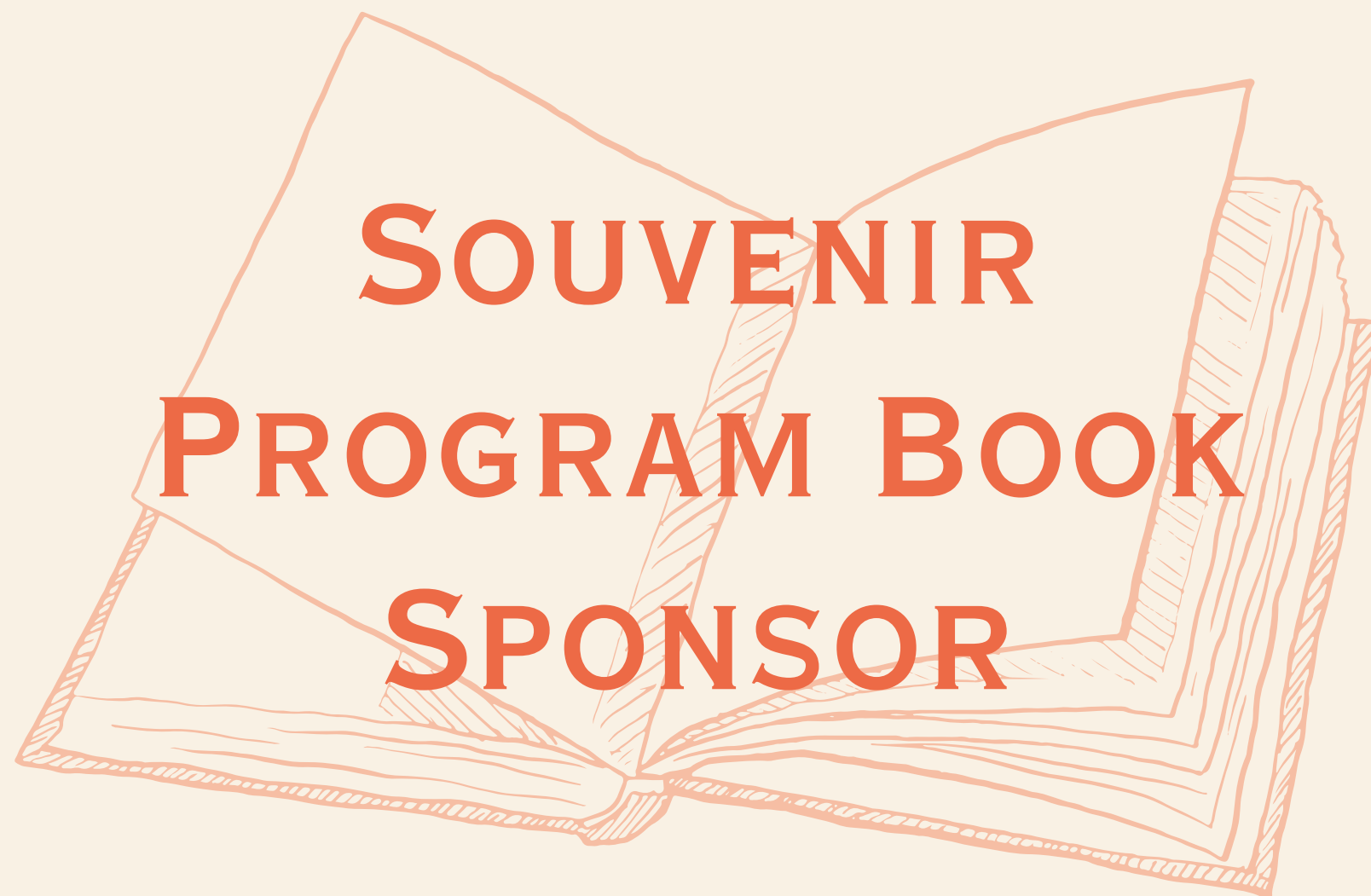


LOGO AND PRESENTED BY
THE VOLUNTEER BADGE IS THE
FIRST THING ATTENDEE LOOK AT.
THE BADGE SPONSOR WILL BE
'FRONT OF MIND' THROUGHOUT
THE EVENT.

PACKAGE VALUE
\$3,000

BOOK CLUB/FASHIONISTA CIRCLE

SPECIAL PACKAGE



LOGO AND PRESENTED BY
THE COMPANY ON THE COVER
PRESENTED BY. TWO FULL-PAGE
ADS. BACK COVER.

PACKAGE VALUE
\$4,500



LOGO AND PRESENTED BY
HAVE YOUR COMPANY LOGO ON
ALL T-SHIRTS

PACKAGE VALUE
\$3,500



PREVIOUS SPONSORS

2022 Sponsors



Previous Sponsors





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FIL FEST USA

[HTTPS://WWW.YOUTUBE.COM/CHANNEL/UC1AL4WKBEGORAYGKVHQ3SNW](https://www.youtube.com/channel/UC1AL4WKBEGORAYGKVHQ3SNW)



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FOR VISUAL ARTS PROGRAM INCLUSION:

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MORE INFORMATION ABOUT PRESS OR MEDIA

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