## Fil Fest USA sponsorship kit





## Welcome Sponsors



We cordially invite you to be a sponsor for Fil Fest USA 2024! With a Filipino population of over 80,000 in Hampton Roads, this annual event will be great for your company to help promote your products and services to a large demographic and also provide unique volunteer opportunities for your employees. Support our youth by manning our children's tent, assist attendees at our information booth or create a boutique experience for our VIP guests in the beer/wine garden.

With so many ways to support our community, please consider joining Fil Fest USA! Over our decade of putting together this cultural festival in various locations, we are proud to have partnered with some amazingly engaging companies on a local and national level. We would love for your company to join them in providing our community with an amazing festival experience. 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

Naomi V. Estaris

### Saturday October 5th & Sunday October 6th

This daytime event will include Filipino culture, cuisine, education and entertainment.

### 2024 Theme: Innovation

Atlantic Union
Bank Pavilion

This is our first time running the festival in the city of Portsmouth, and they have graciously offered the use of their 6,500 seat open-air arena. Filipino Americans' impact on innovation spans across a multitude of industries like technology, culinary arts and more.

## **Event Details**



Hampton Roads holds the 2nd largest Filipino community on the east coast



70k out of 450k population

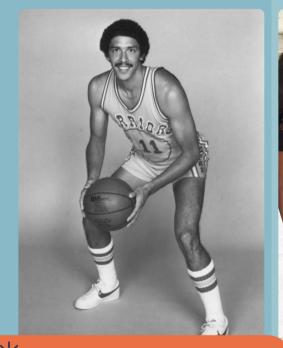


8k out of 249k population



4k out of 250k population

2015



Raymond Townsend

2016







First Filipino to play in the NBA

Miss Universe 2015

Miss World 2013

Guests



Guests

Filipino American stand up comedian from Los Angeles, CA

2019



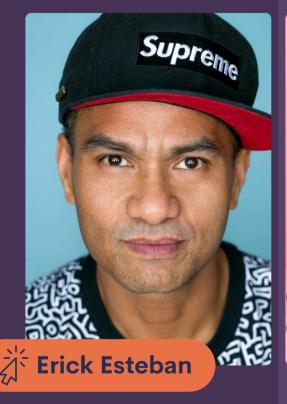
Filipino American R&B singer songwriter from Los Angeles, CA

2020



Filipino American hip hop duo from Northern Virginia

2021



Filipino American stand up comedian from Chicago

2022

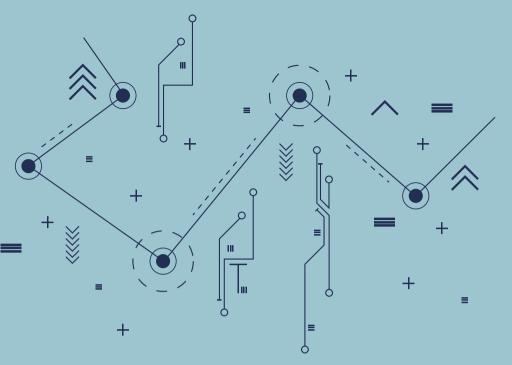


Filipino Canadian singer Annie Lux & Filipino Indian American singer Ashley Mehta JAGMAC JAGMAC

2023

Past VIP

Filipino Polish American Guests
sibling pop group from
Baltimore, MD



# Main Sponsorship Packages



Innovation
Title Sponsor

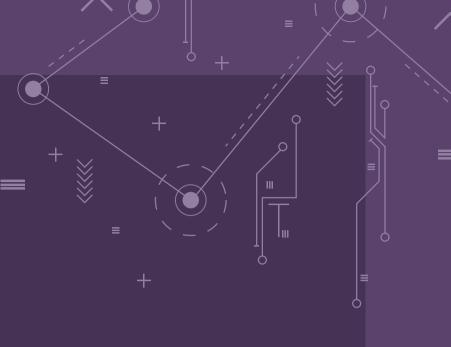


**Ingenuity Director Sponsor** 

**Insight Star** 



Sponsor





Package Value: \$10,000

#### Visibility

Official Fil Fest USA stage branded with your company logo or family name. Exclusive sponsorship mentions by bands and MCs throughout the event and a 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 with logo or family name presence on Fil Fest USA website.

#### **Marketing Campaign**



A customized marketing campaign before and during the festival, including live social media coverage and external press coverage. Social media campaigns and cross-promotions customized with our marketing director to suit the needs of your business and reach your target audience.

\*Access to the VIP Beer/Wine Garden with 20 badges for VIP Access

\*Only one Title Sponsorship package available



**Ingenuity Director Sponsor** 

Package Value: \$7,500



#### Visibility

Official Fil Fest USA stage branded with your company logo. Logo on official t-shirts, posters and flyers. Prime advertisement position in souvenir program booklet and a 10 x 15 tent.

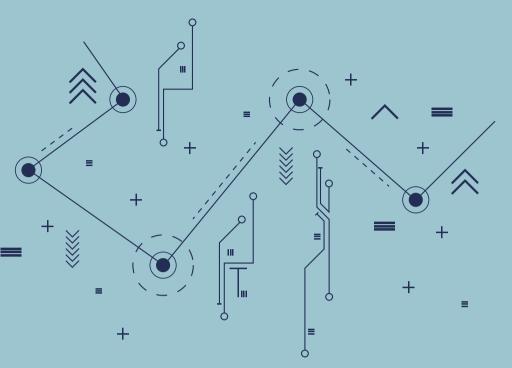


#### **Media Branding**

Live voice over acknowledgement throughout the festival.

Special sponsor acknowledgement by the artists and MCs during the show. Mentions on all media, commercials, and social media.

\*Access to the VIP Beer/Wine Garden with 15 badges for VIP Access



Insight Star Sponsor

Package Value: \$5,000



#### Visibility

Official Fil Fest USA stage branded with your company logo. Logo on official t-shirts, posters and flyers. Prime advertisement position in souvenir program booklet and a 10 x 15 tent.

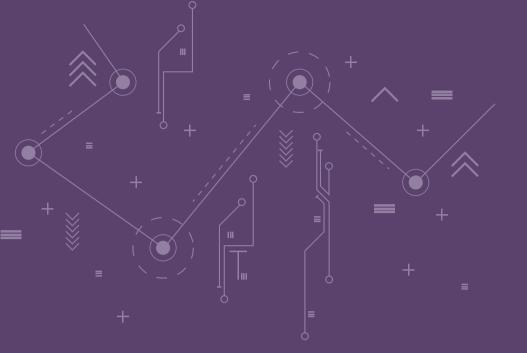


#### **Media Branding**

Live voice over acknowledgement throughout the festival.

Special sponsor acknowledgement by the artists and MCs during the show. Mentions on all media, commercials, and social media.

\*Access to the VIP Beer/Wine Garden with 10 badges for VIP Access



# Auxiliary Special Packages



Book Sponsor





Award Sponsor

\$4,000



Apparel Sponsor

\$3,500



Badge Sponsor

\$3,000





Book Sponsor

Have your company logo on the souvenir book cover (front and back) as well as on 2 full-page ads within the book



Award Sponsor

\$4,000

Have your company logo on all trophies and awards distributed during the festival



Apparel Sponsor



Badge Sponsor

\$3,500

Have your company logo on all official t-shirts worn by all volunteers and available for purchase during the festival Have your company logo on all badges worn by volunteers, vendors and performers and will be "front of mind" throughout the festival





2022



























## **Previous Sponsors**























































#### sponsorship contact



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## Get in touch