



12th Annual Filipino Festival Fact Sheet August 11-12, 2017

Target Audience:

- Significant community outreach & promotional opportunity for corporations and local businesses
- 20,000+ Filipino Festival attendance for 2016 two-day event
- Projecting increase in attendance for 2017 with increased investment in advertising
- Over 20,000 families in the surrounding church community
- An estimated 50,000 Asians live in Central Virginia

Festival & Sponsorship Advertising:

- Radio, Television, Print, and outdoor advertising
- Multi-denominational church communications in the Lakeside area and the Diocese of Richmond
- Festival websites, postings on community calendars and company websites, social media, and electronic distribution of marketing materials
- Posters and fliers in local businesses, schools, and area venues
- Specific advertisement opportunities based on Sponsorship Levels (attached)
- Souvenir Festival Program for all attendees



Cultural and Community Outreach:

- For 2017 charity requests, send proposals to info@filipinofestival.org
- Recipients of past Festival proceeds include Colorado Fund for Muscular Dystrophy, Cameron K. Gallagher Foundation, Hunter Holmes McGuire Veterans' Hospital, Richmond's Alzheimer's Association, Lakeside Volunteer Rescue Squad, Richmond Chapter of the National Alliance on Mental Illness, Reach Out for Life Breast Cancer Screening, Catholic Relief Services for disaster relief in Haiti and the Philippines, and OLL community ministries and school scholarships
- Entertainment is family friendly and involves a large population of young people
- Over 600 volunteers of all ages, including 200 youth volunteers, in various aspects of the Festival
- Volunteer opportunities for creating good community and corporate citizenship
- Cultural education through the experience of Filipino entertainment, food and fun
- Art exhibit featuring local Virginia and Filipino artists

Sponsorship Levels: See attached.

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| • Premium \$5000* | • Gold \$1,000* | • Bronze \$250 |
| • Platinum \$2500* | • Silver \$500 | • Benefactor \$100 |

The Filipino Festival is a blend of Filipino culture, foods, sights and sounds that is unique to the Richmond area. The food served is a mixture of traditional Filipino recipes. Live music from popular bands and colorful cultural dance is the cornerstone of the entertainment. Audience participation is a highlight. Numerous vendors sell a diverse set of merchandise, making the Filipino Festival a must for bargain shoppers.

info@filipinofestival.org | www.filipinofestival.org
8200 Woodman Road Henrico VA 23228 | +1-804-262-7315

*These sponsorship levels also get free vendor space.