



3-5225 Orbitor Drive, Mississauga, Ontario L4W 4Y8

26 February 2020

Dear Sponsor,

The Philippine Festival Mississauga (the “Festival”) is looking forward to having you as one of our key sponsors for 2020. **July 25 and 26, 2020**, marks the **10th year** of the Festival. And we are very excited!

In 2019, over **20,000** people enjoyed the Festival at the **Mississauga Celebration Square**. Parts of the show were viewed in Facebook Live with over 400,000 impressions during our ad campaign. This year, the Festival will even be bigger with an exciting brand new festival logo to boot!

What can you expect this year? A lot of great and fun things for everyone – children, young adults, adults and seniors from all backgrounds! We have:

- Musical, Arts and Cultural festivities by leading Filipino artists and other ethnic cultural organizations
- Bumper to Bumper Car Show (B2B Car Show) – we will have over 60 souped up cars on display along the City Centre Drive. B2B is the longest and biggest running automotive lifestyle event in the Philippines. It has hundreds of thousands of Facebook followers.
- Kids Village – Raptors 905 inflatable hoops, face painting, crafts and games. This has always been a hit to families with small children.
- Dozens of food vendors serving sumptuous dishes that the Philippines is known for and other businesses selling attractive merchandise (such as personal accessories and home décors).

The Philippine Festival in Mississauga is the Filipino event to go to this summer. The event brings together artists, small businesses, entrepreneurs and the community:

- For the artists, it presents a platform to showcase their talents. The event showcases local talent from a cross segment of the neighboring cities with participation from children, youth, adults, seniors, business, professionals and new immigrants.
- For the entrepreneurs, it serves as a market place for their products and services. Since its inception in 2010, the event has attracted the sponsorship of financial services organizations such as insurance and wealth management brokers, professional services firms, Telcos, as well as small business and entrepreneurs.
- For the community, it serves as a venue to experience the diversity that the City of Mississauga offers.

Please visit www.philfestmississauga.ca to view some of the coverage in prior years.

Be part of this great event by being our sponsor. It is only through the support of companies like yours that cultural events that bond the community together continue to be successful.

Very truly yours,

ERLINDA OLALIA-CARIN
Event Chairman | Philippine Festival Mississauga

cc: **TOMMY DE GUIA**
Program & Marketing Director

CELEBRATION
YEARS



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SPONSORSHIP PACKAGES

PLATINUM SPONSOR - \$5,000

- ✚ 5-minute presentation played throughout the two days on the jumbo screen at the Mississauga Celebration Square
- ✚ 10 tickets to the Kalayaan Filipino Cultural Organization gala night on **June 12, 2020**
- ✚ Inclusion in Press releases, newspaper, print ads, Facebook and the event's website
- ✚ Logo display in the Jumbotron and Ribbon screen of the Mississauga Celebration Square
- ✚ Booth(s) for product display or promotional materials
- ✚ Air-time of up to 30 minutes

GOLD SPONSOR - \$3,000

- ✚ 3-minute presentation played throughout the two days on the jumbo screen at the Mississauga Celebration Square
- ✚ 10 tickets to the Kalayaan Filipino Cultural Organization gala night on **June 12, 2020**
- ✚ Inclusion in Press releases, newspaper, print ads, Facebook and the event's website
- ✚ Logo display in the Jumbotron and Ribbon screen of the Mississauga Celebration Square
- ✚ Booth(s) for product display or promotional materials
- ✚ Air-time of up to 15 minutes

SILVER SPONSOR - \$2,000

- ✚ 1-minute presentation played throughout the two days on the jumbo screen at the Mississauga Celebration Square
- ✚ 4 tickets to the Kalayaan Filipino Cultural Organization gala night on **June 12, 2020**
- ✚ Inclusion in Press releases, newspaper, print Ads, Facebook and the event's website
- ✚ Logo display in the Jumbotron and Ribbon screen of the Mississauga Celebration Square
- ✚ Booth for product display or promotional materials
- ✚ Air-time of up to 10 minutes

BRONZE SPONSOR - \$1,500

- ✚ Inclusion in Press releases, newspaper, print Ads, Facebook and the event's website
- ✚ Logo display in the Jumbotron screen of the Mississauga Celebration Square
- ✚ Booth for product display or promotional materials
- ✚ Air-time of up to 5 minutes



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SPONSORSHIP AGREEMENT

Sponsor Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Email: _____

I/We agree to be a sponsor of Philippine Festival of Mississauga for 2020, under the terms and benefits corresponding to the sponsorship category we have chosen as outlined in the Sponsorship Package.

- Platinum Sponsor 5,000.00
- Gold Sponsor 3,000.00
- Silver Sponsor 2,000.00
- Bronze Sponsor 1,500.00

Enclosed is payment for \$_____

Please pick up payment on _____ (no later than Jun 15, 2020)

IMPORTANT SPONSOR GUIDELINES:

- AD MATERIALS MUST BE PROVIDED ELECTRONICALLY NO LATER THAN JUNE 19, 2020
- VIDEO ADS FOR THE JUMBO SCREEN MUST BE SUBMITTED BEFORE JUNE 19, 2020 AND MUST COMPLY WITH THE CITY OF MISSISSAUGA GUIDELINES.

Please make all cheques payable to: **Kalayaan Filipino Cultural Organization**

CELEBRATION
YEARS