



Culture & Heritage Alliance

...Just for peace

6520 Brookshire St., Fayetteville, NC 28301. Phone: 910-728-2186 E-mail: africapeacefest@gmail.com www.cultureandheritagealliance.org

May 31, 2018

Dear Sponsor,

We are excited and proud to invite you to donate to the 4th Annual African World Peace Festival & 5K Run of 2018. The peace festival brings together over 3,000 people of all colors, class, age and profession from within and outside Fayetteville, North Carolina to celebrate in music, dance, food, exhibitions and friendship. Since 2013, the 5K run, which has a huge fan base, is one of the most exciting event of the festival that has brought over 150 participants. This year's target is to register up to 400 runners and bring together over 10,000 participants to Downtown Fayetteville.

This year's festival is comprised of following:

1. The World Peace Music & Gospel Concert (July 13-15, 2018)
2. Ceremony to Honor Military, Veterans, First responders, and their Families
3. The 5K Peace Run/Walk (July 14, 2018)
4. The West African Kente & Arts Expo
5. Collecting of Canned Goods, Breakfast items on behalf of "Operation Blessing" Food Bank.

The African World Peace Festival is an annual community event organized by Culture & Heritage Alliance, (CHA) a non-profit based in Fayetteville, NC

CHA collaborates with Loving Hand International, (LHI), to develop, promote, and implement plans to advance in the quality of, education, growth and socio-economic advancement in Africa.

CHA also collaborates with Community Patriot Art Center, (CPAC) to support Veterans and families bring Peace & Healing through Expressive Arts.

As a community development and social awareness event, you are an ideal partner for us. We would like to ask that you consider becoming one of our 2018 sponsors. As a sponsor, you will receive positive media attention from our organization. We have been consistently covered by both the Fayetteville Observer and City View. Being a sponsor allows you to help in the promotion of multi-cultural goodwill and peace in a town that enjoys diversity.

We have included a sponsorship fact sheet and detailed sponsorship proposal for your review. If you are interested in becoming a sponsor of CHA, please don't hesitate to contact us. Thank you in advance for taking the time to review our sponsorship proposal package.

Sincerely,

Isabella Effen
President
Culture and Heritage Alliance



Event Sponsorship:

Platinum Sponsor \$15,000 Expo, 5K Run & Festival

- Radio recognition reaching over 200,000 listeners.
- Company name recognition on all promotional materials, prints and digital ad campaign, Expo, Run and Festival programs
- Company logo on Event Website, Facebook page, flyers & posters
- 8 Invitations to Sponsors Recognition Reception
- 10'X10" space during festival & 5K Run
- Corporate logo banner displayed
- Color logo on back of 5K Run and Walk T. Shirts
- 10 T-shirts for company
- Name announced during both events

Corporate Sponsor \$2,500

- Name on the festival program
- Name on event poster and flyers
- 2 Free entries to the 5K race only
- 4 Invitations to Sponsors Recognition Reception
- 10'X10" space during 5K race only
- Corporate logo displayed 3' x 4' banner or higher during the 5K race only
- Name announced during both events and between performances breaks

Gold Sponsor \$10,000 5K Peace Run & Festival

- Radio recognition reaching over 200,000 listeners.
- Company name recognition on all festival promotional materials, prints and digital ad campaign, Run and festival programs
- Company logo on Event Website, Facebook page, flyers and posters
- 8 Invitations to Sponsors Recognition Reception
- 10'X10" space during festival
- Corporate logo banner displayed
- Color logo on back of 5K Run and Walk T. Shirts
- 5 T. shirts for company
- Name announced during events

Small Business Sponsor \$500

- Name recognition on Facebook event page
- Name on event posters
- Name on event flyers
- Two Invitations to Sponsors Recognition Reception
- Two drink tickets per attendee

Bronze Sponsor \$5,000 Festival

- Radio recognition reaching over 200,000 listeners.
- Company name recognition on all festival promotional materials, prints and digital as campaign, and festival programs
- Company logo on Facebook event page
- Company logo on event posters and flyers
- 8 Invitations to Sponsors Recognition Reception
- 10'X10" space during festival & 5K race
- Corporate logo banner displayed
- Name announced during both events and between performances

In-Kind Donation or Direct Contributions

In-kind donations (e.g., gift certificates, food, beverages, etc.) will gladly be accepted as well as cash contributions of any dollar amount made for general Center operations or for the event.

Special consideration will be made for in-kind donations depending on the value of the donation and the date such donation was provided prior to the event when considering mention in printed and advertising materials and social media.

Note: Banners and Magnets must be provided

*Interested in Sponsoring or Canopy Space?
Call (910) 728 2186 or (910) 759-0784*

