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Dear Valued Sponsor

Sponsors help make events like this possible. Arab American Festival is a registered 501(c)(3) non-profit organization and is classified as a public charity under the U.S. Internal Revenue Code. All Sponsors, Donations, Contributions, Gifts are Tax deductible. If you would like to sponsor our festival with an amount that is not listed, we are open to all sponsorship amounts above/under standard sponsors fees and we appreciate the support!

The Arab American Festival will be a great opportunity to showcase your services to a large captive audience as Arab is rated one of the growing communities in USA. As a Sponsor you can expect thousands of potential customers in attendance and you can promote your organization and services to a concentrated target audience.

The festival is a 2-day 12-hour festival and will draw people from all over, primarily from right here in Arizona's community. This is an amazing networking opportunity for local and national businesses, The past 10 years festivals gathered average of 20,000 attendees each year.

Sponsors are encouraged to register early to be featured in our marketing & advertising plan.

Sincerely

A handwritten signature in blue ink, appearing to read "Ashraf Elgamal", with several horizontal lines underneath it.

Ashraf Elgamal  
Founder

# MARKETING & ADVERTISING\*

## Press Conference

March 20<sup>th</sup>

## TV Coverage (Satellite & Local Channels)

Starts March 4<sup>th</sup>, advertisements, coverage & interviews

## Radio Exposure

Starts March 14<sup>th</sup>, advertisements, coverage & interviews

## Local Newspapers

Starts January 14<sup>th</sup>

## National Newspapers & Publications

Starts February 14<sup>th</sup>

## Street Banners

Over Streets & Streets banners Start March 1<sup>st</sup> (8 banners)

## Promotional Balloons

One large Air Balloon at the Festival for both days

## Public Meeting

in upcoming local events

## Festival Website

Starts February 1<sup>st</sup>, program, floor plan, photo gallery, sponsors banners with links

## Flyers

50,000 start distribution on February 1<sup>st</sup>, Schools, Colleges, Universities, Public Libraries, Shopping Malls, Local Businesses, Events, Supermarket and Restaurants

## Posters

1000 start displaying on February 1<sup>st</sup>, Schools, Colleges, Universities, Public Libraries, Shopping Malls, Local Businesses, Supermarket and Restaurants

## Internet Promotion

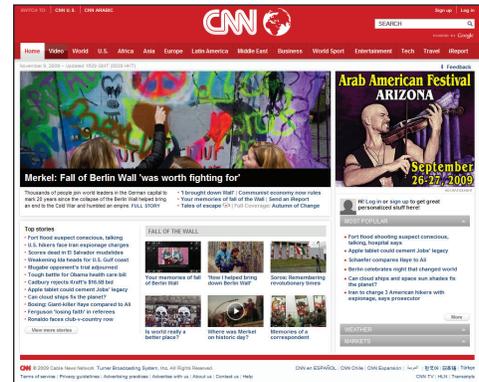
Starting February 1<sup>st</sup>, local newspapers website event calendar, TV's website event calendar, City official website, Google, MySpace.Com, Facebook.Com, Craigslist.Org Events calendar, ShowUP.Com, Zvent.Com, GetOutAZ.Com, GetSetAZ.Com, ArizonaGuide.Com, AZeventList.Com, ArabAmericanFestival.Com, ArabFestival.US, ArabFestivales.Com, Blogs, & many other websites.

## Invitations

5,000 invitations start distribution on March 1<sup>st</sup>

## Festival Magazine

10,000 Arab American Festival Magazine, start distribution on April 15<sup>th</sup>.



\*All campaign/plans subject to change without notice

# SPONSORS

## ***Platinum Plan \$20,000***

*In-Kind contributions accepted at this level with 25% monetary*

- The Title of “Platinum Sponsor” on the 3 months marketing & advertising campaign
- 20’x 20’ booth
- One 5ft x 10ft primary banner location on the stage<sup>1</sup>
- Logo<sup>2</sup> on the Large Air Balloon<sup>1</sup>
- Logo<sup>2</sup> and link to sponsor’s website prominently displayed on official event website
- 100 x 30sec. commercial on ARAB TV1 Channel. *(film to be provided by advertiser)*

### **Sponsor logo<sup>2</sup> in a primary positioning on:**

- AAF Magazine (Front Cover Logo<sup>2</sup> + Full Inside Cover Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads
- All TV Media Campaigns
- All Radio Advertisements



### **Sponsor mentioned on:**

- All Press Conference
- All Publicity
- All Public Meetings
- All TV/Radio Interviews
- During program throughout the 2 day event

## ***Gold Plan \$15,000***

*In-Kind contributions accepted at this level with 25% monetary*

- The Title of “Gold Sponsor” on the 3 months marketing & advertising campaign
- 20’x 20’ booth
- One 5ft x 10ft banner on the stage<sup>1</sup>
- Logo<sup>3</sup> and link to sponsor’s website prominently displayed on official event website

### **Sponsor logo<sup>3</sup> in a primary positioning on:**

- AAF Magazine  
(Front Cover Logo<sup>3</sup> + Full Color Glossy Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads

### **Sponsor mentioned on:**

- All Press Conference
- All Publicity
- All Public Meetings
- During program throughout the 2 day event

# COMMUNITY SPONSORS

## *Silver Plan \$10,000*

- The Title of “Sponsor” on the 3 months marketing & advertising plan
- 20’x 10’ booth
- One 5ft x 10ft banner on the stage<sup>1</sup>
- Logo<sup>4</sup> and link to sponsor’s website prominently displayed on official event website

### **Sponsor logo<sup>4</sup> on:**

- AAF Magazine (Full Color Glossy Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads



### **Sponsor mentioned on:**

- All Press Conference
- All Publicity
- All Public Meetings
- During program

## *Bronze Plan \$5,000*

- The Title of “Sponsor” on the 3 months marketing & advertising plan
- 20’x 10’ booth
- One 2ft x 7ft banner at the front of stage<sup>1</sup>
- Logo<sup>5</sup> and link to sponsor’s website prominently displayed on official event website

### **Sponsor logo<sup>5</sup> on:**

- AAF Magazine (1/2 Page Color)
- Fliers
- Posters
- All News Papers Ads

### **Sponsor mentioned on:**

- All Press Conference
- During program throughout the 2 day event

## *Saver Plan \$2,500*

- The Title of “Sponsor”
- 10’x 10’ booth
- One 2ft x 7ft banner at the front of stage<sup>1</sup>
- Logo<sup>6</sup> and link to sponsor’s website prominently displayed on official event website

### **Sponsor logo<sup>6</sup> on:**

- AAF Magazine (1/4 Page Color)
- Fliers
- Posters

