

KENTVILLE MULTICULTURAL Festival

Sponsorship Opportunity

The Kentville Multicultural Festival will be returning to Kentville on **Sunday, August 24th, 2025** in Kentville's Centre Square.

The Kentville Multicultural Festival is a family-friendly annual event that celebrates the region's cultural diversity and promotes social inclusion. The event hosts performers, entertainers, food & retail vendors, and information tables from different cultural backgrounds to showcase our local talent and diversity. It is free to the public and enjoyable for people of all ages.

The Kentville Multicultural Festival was the brainchild of a community member and recent immigrant who felt the need for minority populations to have a space to celebrate and share their culture. Over the years, the planning committee has involved immigrants and minority communities in organizing the event. Many community groups and organizations are represented on the planning committee including the Kings County's Diversity Committee, YREACH, Kentville Business Community, Valley REN, and NSCC.

To ensure the success of the festival, we are offering businesses and organizations the opportunity to financially assist the festival through our sponsorship program. Your support will ensure that our region welcomes and celebrates all who live here, no matter their background, culture, or country of origin.

Sincerely,





Sponsorship Levels

Programming Sponsorship (**\$1000+**):

This generous sponsorship will allow the festival to program the main stage with talented performers in our region and beyond.

- Logo prominently displayed on Multicultural Festival webpage and on social media posts
- Logo prominently displayed on any outdoor signage
- Logo prominently displayed in promotional materials such as newspaper ads, posters, and programs
- Mentions on radio promotions/ads
- Public acknowledgement on the stage throughout the Festival
- Opportunity to introduce one of the performers on the stage

Vendor Sponsorship (**\$500 - \$999**):

This sponsorship will allow the festival to keep vendor fees low, as to not present a barrier to any community groups that would like to attend.

- Logo displayed on Multicultural Festival webpage and on social media posts
- Logo displayed on any outdoor signage
- Logo on promotional materials such as newspaper ads, posters, and programs
- Public acknowledgement on the stage during the Festival

Volunteer Sponsorship (**\$250 - \$499**):

This sponsorship will allow the festival to provide a comfortable space for festival volunteers with refreshments throughout the day, as well as cover the cost of volunteer t-shirts.

- Logo displayed on Multicultural Festival webpage and on social media posts
- Logo on promotional materials such as newspaper ads, posters, and programs

Friend of the Festival (**\$100 to \$249**):

Any amount helps! This sponsorship will allow the festival to get all the little 'extras' that make the day special such as lanterns, flags, and interactive activities.

- "Thank you" business listing on website and social media
- "Thank you" business listing on all printed materials



Sponsorship Application Form

Application Deadline: **June 27th 2025**

Business / Organization name: _____

Contact Name: _____

Website: _____

Email: _____ Phone Number: _____

Select Sponsorship Level: (please see sponsorship level sheet for full details on each level)

_____ Programming Sponsorship (**\$1,000+**)

_____ Vendor Sponsorship (**\$500 - \$999**)

_____ Volunteer Sponsorship (**\$250 - \$499**)

_____ Friend of the Festival (**\$100 - \$249**)

Financial Contribution: \$ _____

Signature: _____

Printed Name: _____

Date Signed: _____

Please provide digital copy of your company or organization's logo