

USA Multicultural

Bringing Communities Together Thru Events and Festivals for ALL to Enjoy



Dear Potential sponsors,

Guess what?

As a respected leader in our community, we understand your organization and/or company needs to always propel its **brand image** above and beyond that of other local businesses in the area, to maintain your authority in support of your **members** and **customers**.

So we're thrilled to announce that we've strategized a creative and refreshing way for you to do exactly that at our **Signature events, programs, festivals** and **fundraisers** for this year!

At USA Multicultural, since 2010, our bigger vision and mission is the well-being of every member of our community. To **serve** and **assist** the growth of **cultural pride** as a way for connection and coming together.

Our festivals are memorable **cultural experiences** that helps our **community evolve together**. And, we're honored to deliver these kinds of events in a way that few other local nonprofits do. You probably know this already, but this is the kind of groundbreaking celebration that helps us to fuel the foundation and **social reach** for our upcoming selection of communal **educational** and **heritage-restoring projects, especially what we have been through the last year**. So how might you help your organization make a lasting impact for this year?

Well, for starters, please consider putting your name on our partner list and interactive community directory of **vendors** and **sponsors**. We understand how vitally important it is, the generous yearly support of our private and corporate sponsors. We greatly appreciate any **opportunity** to work with you, to assist you in **discovering** how the **values** and **vision** of **your organization** can best support our North County communities now. Our joint effort sets the tone for the rest of the year. We believe your **participation** will play a vital role in our **ongoing community development**.

Won't you join us?

Enclosed are materials explaining the sponsorship levels, the **benefits** of community partnership you'll enjoy, and details of our ongoing **projects** and **programs**. I would also like to come visit you in your establishment and meet you first hand and tell you more.

We sincerely appreciate and thank you in advance for your support.

Angel Aguilar- Founder of USA Multicultural

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Partner Sponsorship Opportunities

As an **exclusive** VIP USA Multicultural sponsor your organization has private access to our uniquely designed **promotional packages**, tailored to your specific needs. Keep in mind: This is not the average one-size-fits-all kind of deal. We believe strongly in local business development, and take great pleasure in **offering services** that help your business or organization stand out from the crowd. If you have any added benefits that you wish to add, please let us know.

Executive Corporate Sponsor - \$10,000 - 4 available

- VIP sponsor for our festivals for the year
- Banner hung in front of raised stage
- Company banner hanging at all festivals throughout the year
- Represent your business on stage at opening of all festivals throughout the year
- Vendor booth at all festivals throughout the year
- Name mentioned in all media releases
- Logo on all printed materials
- Logo and link on all social media posts
- Logo in pre-event email blasts
- Logo and link on sponsor page on website
- Logo in post-event email blast

Corporate Crown Presenter Sponsor - \$5,000

- Company banner hanging at the next festival
- Vendor booth at upcoming Cinco De Mayo Festival and Escondido Holiday Festival
- Represent your business on stage for 3 times throughout the day at above festivals
- Name mentioned in all media releases
- Logo on all printed materials
- Logo and link on all social media posts
- Logo in pre-event email blasts
- Logo and link on USAMulticultural.org page
- Logo in post-event email blast

Pearl Crown Title Sponsor - \$2000

- Vendor booth at next event
- Represent your business on stage 3 times throughout the day
- Name mentioned in select media releases
- Your business mentioned on our social media posts
- Logo and link on USAMulticultural.org page

Scholarship Sponsor - \$1000 for Pageant Participants

Gold Crown Sponsor - \$500

- Vendor booth at next current event
- Represent your business on stage 1 time for 3 minutes
- Your business mentioned on our social media posts
- Logo on USAMulticultural.org page

Banner Stage Sponsor - \$300

- 3x5 ft banner in front of stage

Silver Crown Sponsor- \$250

- Logo on USAMulticultural.org page
- Represent your business on stage 1 time for up to 3 minutes

Honorary Miss Chiquita or Miss Chiquitita Sponsor- \$100

- Logo on USAMulticultural.org page

We are sure that your company will get a lot of benefit for sponsoring any of the above in monies. We also offer sponsorship thru tangible products as well such as gift cards, products, services, food. Again, thank you for your consideration and participation.

Below are a few answers to your marketing questions, detailed explanations to help make clear the benefits you can look forward to when you partner with USA Multicultural as a Proud Community Leader:

1) Brand awareness(online and off)

- we expect over 1000 attendees at our festivals and events.
- our local business network is 5000 strong and growing daily.
- our online social media reach is at 40,000 and counting.

"Did you know that with so many competing companies, it's become harder to win brand loyalty from the average consumer. Is your current marketing doing its job to grab the attention of your audience and ideal market?"

2) Re-establish strong psychological ties

- remind your local members and customers how much they love your organization or brand.
- keep your business constantly in front of your community.
- show your customer a personal touch and leave the huge, faceless company image behind.

"Our diverse community is a haven for multiculturalism. With so much political and racial unrest, show your community you care."

3) Build local ethnic solidarity

- the local Latino community has a buying power that's steadily growing per capita every fiscal quarter, estimated at 55% of overall community spending
- according to [DataUsa.io](https://datausa.io): The population of Escondido, CA is 51.3% Hispanic or Latino, 36.5% White Alone, and 6.77% Asian Alone.

We look forward to partnering with you for 2023.

If you have any further questions or concerns, please feel free to call us.

"If they don't know who you are or what you do — they won't buy from you. Make it easier for customers to have a reason to invest their dollars in your products and services."

- Cinco de Mayo Festival
- Miss USA Multicultural and First Gentleman Pageant and Enrichment Program
- Fiestas' Patrias Festival
- Herencia Mexicana Festival
- Escondido Holiday Festival
- Collaborating with Charros of El Cabello Park
- Tamale Festival
- Chocolate Festival
- Grand Avenue Music Festival

USA Multicultural's Mission and Vision

"We value the wellbeing of every member in our community and know your self-respect is of the utmost importance.

Our efforts are to enhance, nourish, and strengthen the people we serve. The connections and self-awareness we inspire are essential to the abundance and growth we're all entitled to pursue.

We believe this is the first step towards cultivating the change we all yearn for. Through our experiential education, artistic activities, and local business development we make a fuller life possible for every one of us.

Are you ready for more from your life now?

Because when we come together and act as one -- we finally get things done."

