



THE CITY OF ARTESIA, CALIFORNIA

18747 CLARKDALE AVENUE, ARTESIA, CALIFORNIA 90701

Telephone 562 / 865-6262

FAX 562 / 865-6240

"Service Builds Tomorrow's Progress"

June 12, 2017

Artesia International Street Fair & Diversity Festival Sponsorship 2017

Dear Sponsor:

City of Artesia is excited to host the 4th Artesia International Street Fair & Diversity Festival on Saturday, October 7, 2017 between the hours of 11 a.m. and 11:00 p.m. on Pioneer Boulevard in the downtown area between 183rd and 188th Streets.

The Artesia International Street Fair & Diversity Festival (Festival) is a community street celebration, conducted by the City of Artesia, celebrating one of the most diverse and unique neighborhoods in Los Angeles County. The Festival will feature hundreds of local food vendors, artists, crafters, shopping opportunities, community organizations and a variety of live entertainment showing off the diversity of Artesia.

Over 40,000 people attend this event annually from all over the Los Angeles and Orange County area. Becoming a Festival Sponsor is a great way to participate in the event and promote your business. Sponsors are a vital part of producing the Festival for the community and we thank you in advance for your kind support for the Artesia International Street Fair and Diversity Festival. The sponsorship details are attached with this letter for your consideration. We look forward to working with you to make 2017 the best year yet.

Please contact me at pelayath@cityofartesia.us or (562) 865-6262 ext. 230 if you have any additional questions. Please make checks payable to the City of Artesia and remit to: Finance Department (Diversity Festival), 18747 Clarkdale Ave., Artesia, CA 90701.

Sincerely,

Pradeep Elayath

Interim City Clerk & Sponsorship Committee Chair

**INTERNATIONAL STREET FAIR & DIVERSITY FESTIVAL
OCTOBER 7, 2017**

Diamond Sponsor/Stage Sponsor - \$10,000

- 1 Full page corporate advertisement on Artesia International Street Fair and Diversity Festival Event Program
 - Artesia Event Program Guide will be handed out at the Street Fair event and mailed out to over 6,000 Artesia residents, over 15,000 copies total
- 3' x 24' Corporate Banner displayed on the stage during the festival (art work must be approved by the City)
- Company's link on the City's website for 6 months
- Live announcements on both stages

Gold Sponsor - \$5,000

- Half page corporate advertisement on Artesia International Street Fair and Diversity Festival Event Program
 - Artesia Event Program Guide will be handed out at the Street Fair event and mailed out to over 6,000 Artesia residents, over 15,000 copies total
- 1 - 2'x4' Corporate Banner displayed on Pioneer Blvd during the festival
- Company's link on the City's website for 3 months
- Live announcements on both stages

Silver Sponsor - \$2,500

- Quarter page corporate advertisement on Artesia International Street Fair and Diversity Festival Event Program
 - Artesia Event Program Guide will be handed out at the Street Fair event and mailed out to over 6,000 Artesia residents, over 15,000 copies total

- 1 – 2’x4’ Corporate Banner displayed on Pioneer Blvd during the festival
- Company’s link on the City’s website for 2 months
- Live announcements on both stages

Bronze Sponsor - \$1,000

- Quarter-page corporate advertisement on Artesia International Street Fair and Diversity Festival Event Program
 - Artesia Event Program Guide will be handed out at the Street Fair event and mailed out to over 6,000 Artesia residents, over 15,000 copies total
- 1 - 2’x4’ Corporate Banner displayed on Pioneer Blvd during the festival live announcements on both stages
- Company’s link on the City’s website 1 month

Supporting Sponsors

Sponsors can donate in any amount and your name will be announced on both stages and displayed in the Event Program.

Please contact the Artesia City Hall at (562) 865-6262 during business hours (or) contact the following personnel if you need further assistance.

1. Pradeep Elayath: (562) 865-6262 x230 - pelayath@cityofartesia.us
2. Okina Dor: (562) 865-6262 x227 - odor@cityofartesia.us
3. Melissa Burke: (562) 865-6262 x278 – mburke@cityofartesia.us
4. David Coleman: (562) 865-6262 x346 – dcoleman@cityofartesia.us