



Sponsorship Invitation

The National Academic Youth Corps

Celebrates the 10th Annual Sacramento Banana Festival

August 10th & 11th, 2019

Our 2019 Banana Festival theme is “Banana International.”

Who we are:

For the last nine years, the National Academic Youth Corps, a non-profit youth services agency, has hosted the Sacramento Banana Festival. Our non-profit provides art education, wellness/nutritional education, work readiness and entrepreneurial preparation to children, teens, and young adults from distressed communities. As you might imagine, resources can be scarce. As a result, our agency must be creative in how it generates revenues. The Sacramento Banana Festival is our major annual fundraiser, and it makes it possible for us to continue serve our clients.



The Banana Festival is a great family-friendly cultural event. We celebrate the beautiful countries in the world where bananas grow, their eclectic cultures, ethnically diverse people and rhythmic music. All these facets put the “festive” in festival.

Attendance has increased steadily since our inaugural year. On average, we welcome 12,000 to 15,000 guests per year. As a sponsor, your product/service and brand will receive maximum exposure. Here are some of the reasons why our guests keep returning year after year.

What We Do:

Our Food Vendors: We have delicious and exotic foods from the Caribbean, Central America, Puerto Rico, Mexico, Africa, the Pacific Rim and from virtually all countries in the world where bananas grow. Of course, we have all-American festival favorites. too.

Our Entertainment: Our guests will enjoy the rhythmic Latin, Calypso, Caribbean, and popular music that accompany high-energy ethnic dancers. Other music includes: Rock, Jazz, Country and R&B. Our guests all have a great time learning fabulous Latin dances from instructors who teach them Samba, line dance, and even the Flamenco. There’s even a fun drumming class.

There are a variety of interesting artistic and cultural exhibits. There really is something for everyone at the festival. In fact, our festival has enjoyed so much popularity that our team provides technical support to other cities, such as Ventura, CA, that wish to replicate our successes.

Corporate Sponsorship Levels

Banana Gold Sponsor: \$10,000

- Listed as Festival Title Sponsor, i.e., “(company name) Welcomes You to the 2019 Sacramento Banana Festival” at gate entrance
- Name and logo will be listed on all over-street banners
- (2) 10' x 10' Booth space for 2 days (tables and chairs provided, if needed)
- Name/logo on banners on the main stage
- Banners on Village Green fencing facing Freeport Blvd Friday, Saturday and Sunday
- Full Page ad in event program — 4,000 distributed at event
- Six (6) wristband passes to all inflatable rides
- Six (6) passes to Saturday's Banana Pancake Breakfast and to the Saturday VIP Lunch
- Logo or name listed in multiple advertisements
- Mentioned in press releases and promotional materials
- Web page link on Banana Festival website
- Social media and local TV exposure (past media coverage has included Good Day Sacramento, Fox 40, ABC 10 and KCRA3 news channels)

Banana Silver Sponsor: \$5,000

- (2) 10' x 10' Booth space for 2 days (tables and chairs provided, if needed)
- Name/logo on banners on choice of children's stage or teen stage
- Banners on Village Green fencing facing Freeport Blvd Friday, Saturday and Sunday
- Quarter-Page ad in Program book – 4,000 distributed at event
- Four (4) wristband passes to all inflatable rides
- Four (4) passes to Saturday's Banana Pancake Breakfast and to Saturday's VIP Lunch
- Logo or name listed in multiple advertisements
- Mentioned in press releases and promotional materials
- Web page link on Banana Festival website

Patron of the Banana Festival: \$2,500

- (1) 10' x 10' Booth space for 2 days (tables and chairs provided, if needed)
- Name/logo on banners on local non-profit Banana Bread Path* entry

**The Banana Bread path will provide signage opportunity for one exclusive sponsor. Through this sponsorship, the business name and logo will be exposed to thousands of festival goers. Local nonprofit organizations will serve samples of their special Banana Bread recipes to visitors who get to stroll down a tropical path full of delicious Banana Bread and taste all the samples. After tasting all the delicious samples, festival-goers can vote for the Banana Bread they like the best by putting \$\$ in the organization's donation jar. Each organization gets to keep all the money in its donation jar, and festival-goers get to taste lots of Banana Bread.*
- Banners on Village Green Fencing facing Freeport Blvd Friday, Saturday and Sunday
- Two (2) wristband passes to all inflatable rides
- Two (2) passes to Saturday's Banana Pancake Breakfast and to Saturday's VIP Lunch
- Mentioned in press releases and promotional material
- Web page mention and/or link on Banana Festival website

Top Banana Spirit Award: \$1,000

- (1) 10' x 10' Booth space for 2 days (tables and chairs provided, if needed)
- Three Community members are recognized during the Banana Festival for their labor of love to their community or charity. This sponsor will announce and issue the awards on behalf of their company.
- Two (2) passes to Saturday's Banana Pancake Breakfast and to Saturday's VIP Lunch
- Mentioned in press releases and promotional material
- Web page mention and/or link on Banana Festival website

Program Sponsors

We are also looking for Program Sponsors (4,000 distributed):

- \$1,000 Full page advertisement in festival program
- \$500.00 ½ page advertisement in festival program
- \$250.00 ¼ page advertisement in festival program
- \$75.00 Business card advertisement in festival program

In-Kind Sponsors

Lastly, we are seeking in-kind donations, which may reflect the sponsorship level benefits if values are appropriate. Please call (916) 320-9573 if you have services or resources to donate.

Thank you for your consideration of this sponsorship opportunity. We hope to have you as a partner in reaching the community we serve.



Sponsorship Registration Form

Sponsorship Level Requested: (please check one below)

Gold/\$10,000 Silver/\$5,000 Patron/\$2,500 Spirit/\$1,000

Contact Information:_____
Business Name_____
Contact Name_____
Address City/ State/ Zip_____
Email_____
Phone Number_____
Authorized By (signature)_____
Date**Payment Information:**_____
Card Number_____
3 Digit code_____
Expiration Date_____
Name on Card_____
Signature of Cardholder_____
Billing Address for Card_____
City/ State / Zip_____
Check Enclosed

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