

The leading Multicultural festival in CT now in its Seventh Year.

# Seventh Annual NICE FESTIVAL

July 8, 2023 Oyster Shell Park, Norwalk, CT



2 stages with over 24 live performances across multiple traditions and genres.

"In Norwalk, we make it a point to celebrate the uniqueness of our community and all the diverse cultures our city represents. *No other event exemplifies the beautiful melting pot that Norwalk exhibits as well as the NICE Festival. Between the food, music, and artistic expression from various cultures and backgrounds, Norwalk's incredible authenticity is on full display at this fantastic family-friendly event.* The NICE Festival is always well attended by people across the region and captures how our city's diversity is one of our greatest strengths. I look forward to celebrating the Seventh Annual NICE Festival in July 2023!"

Norwalk Mayor Harry W. Rilling

*Engage • Inspire • Unify • Build*



*Celebrating the Human Spirit*

"Always a great time. Such a great concept and a way to bring everyone together. Love that it's such a positive event and just what Norwalk needs more of! Food was great, music was great, so many great vendors, and just an overall great time."

A Big "Thank You" To Our 2022 Sponsors!





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## Sponsorship Opportunities

### Presenting Sponsor: Performing Arts Main Stage \$7,500 (Category Exclusivity)

- Company Logo on large (35FT) promotional banners
- Train bridges, fence banners, park entrance and main stage
- Lamp Post Banners – Individualized with logo. Three (3) 24X48 Lamp Post Banners
- Logo link to your company's website
- Company Logo on festival volunteer t-shirt
- Company logo on website and on social media mention
- 10'X10' booth at festival to showcase your products and services

### Child of the World Sponsor \$5,000 (Category Exclusivity)

- Exclusive Presenting Sponsor of the Children's Stage and Activities.
- Opportunity to own naming rights to the children's stage and all the children's activities. Benefits include all of the above and exclusive logo on banner at the children's stage.

### Sponsors International Food Court \$2,500 (Category Exclusivity)

- Company Logo on Feather Flag banner placed in the international food court
- Lamp Post Banners – Individualized with logo. Two (2) 24X48 Lamp Post Banners
- Logo link to your company's website
- Company Logo on festival volunteer t-shirt.
- Company logo on website and on social media mention
- 10'X10' booth at festival to showcase your products and services

### Supporting Sponsors Arts & Crafts Row \$1,500

- Company Logo on Feather Flag banner placed around the Arts & Crafts Row
- One Lamp Post Banner.
- Logo link to your company's website

### NICE Donors & Contributors \$1,000

- Special recognition with name and mention on website and brochure
- Logo link to your company's website

### Lamp Post Banner \$350

- Banners with your company logo on Lamp Posts around South Norwalk, West Ave, and Oyster Shell Park.

### 2022 Festival by the Numbers: Over 5K attending, 15K website views, 8K IG reached, 43K FB reached

The Norwalk International Cultural Exchange (NICE) is a 501(c3) nonprofit organization whose goal is to promote and increase awareness of the diversity of people from around the world through arts and culture. The mission of NICE is to encourage the various groups that make up our society to learn about each other's traditions and customs in order to foster a deeper understanding and appreciation of what each group brings to our community.

### To discuss sponsorship opportunities contact:

Janet Evelyn, Executive Director

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