

**NORWALK INTERNATIONAL CULTURAL EXCHANGE**



**8<sup>TH</sup> ANNUAL  
Ethnic  
FEST**



**Celebrating the Fabric  
of Our Community**



# Join Us for The 8th Annual Norwalk NICE FEST

Connecticut's leading multicultural festival celebrating music, food and crafts at Oyster Shell Park, in Norwalk, CT.

**July 6, 2024 11:00am - 10:00pm**

The NICE Festival celebrates the rich global heritage and culture so evident in the music, food, art and the talent of which we in Norwalk, are so proud. The NICE Festival Series host dancers, musicians, food and craft vendors from multiple traditions and customs and encourage the community to spend the day together.

The one day festival celebrating different world cultures through music, food and the performing arts.

- Performing Arts: 2 stages of ongoing live performances across multiple genres and folk traditions
- Food: world cuisines
- Enrichment: education, health, and environmental exhibits
- Family: children, family-friendly interactive arts activities  
12 noon – 5:30 PM



## The Annual NICE Festival Engages, Inspires, Unifies and Builds Strong Communities

*"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 Eighth Annual NICE Festival in July 2024"*

– Norwalk Mayor Harry W. Rilling

[NORWALKNICE.ORG](http://NORWALKNICE.ORG)





# What People Are Saying

The food, the vendors, and the music were top notch!!

We had a great time! Everyone was happy and the music & dancing were amazing!

We attended the festival on our way home from Philly yesterday! For a festival with free admission I was blown away!!! The fabulous variety of food, vendors, music & wonderful people was a great ending to our trip!! I would say NICE job, but you all did a GREAT job!

Such a beautiful display of our multicultural city! I'm proud to be a resident of Norwalk and thank all of those involved in putting this together!

Thank you to everyone who joined us for fun and games at The #NICE festival this past weekend! We had a real nice time

It just gets better and better. The music and cultural dance performances were incredible and I was so happy to see several vegetarian options in the food area. Thanks to all who work hard to make this happen in Norwalk.

Beautiful I can't wait for the next festival

It was a new experience for us, and thanks to our collaboration, we had an awesome time Improvising and jamming with everyone in our drum circle. Thank you to everyone who helped bring this special event to life!

# Festival Sponsorship Opportunities 2024

## Reach Connecticut & the Region

**6,000+** Over 6,000 Attending from throughout the region

**2 Stages** 2 Festival stages with over 24 live performances across multiple traditions and genres

**24+ Artists** Best-in-class local and global performers

**50+ Vendors** Over 50 food, craft and informational vendors

## NICE FEST BY THE NUMBERS

## NICE's digital and media reach

**8,000+** Website visits, June 1 - July 8 2023

**4,500+** Top Website Users Date: July 1, 2023

**27,400+** Facebook reach June 1 - July 8 2023

**2,730+** Instagram reach June 1 - July 8 2023

**Broadcast & Print** Numerous mentions in broadcast, online & print media including: CTVisit.com, FCbuzz, Hearst Media, News12, WPKN and other outlets.



## Sponsor levels

### Presenting Sponsors of Performing Arts - Main Stage (Category Exclusivity)

- Company Logo on large (35FT) promo banners
- Three Lamp Post Banners – with logo
- Banner Ad on Norwalknice.org website
- Logo on festival volunteer t-shirt
- Logo with mention on website and social feeds

### Sponsors of the International Food Court

- Logo on Feather Flag banner placed at the international food court
- Two 24X48 Lamp Post Banners
- Banner Ad on Norwalknice.org website
- Logo on festival volunteer t-shirt.
- Logo with mention on website and Social feeds

## To discuss festival sponsorship opportunities contact:

Janet Evelyn, Executive Director  
(203) 919-3000 | [janet@norwalknice.org](mailto:janet@norwalknice.org)

### “Child of the World” Sponsor (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.

### Supporting Sponsors of the Arts & Crafts Row

- Company Logo on Feather Flag banner placed at the Arts & Crafts Row
- One Lamp Post Banner.
- Banner Ad on Norwalknice.org website

### Lamp Post Banner

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

**NORWALKNICE.ORG**

# NICE Year Round Educational Programs

## Enrichment All Year Long

**O**ur goal with our learning and immersive series is to share the mission of NICE with younger audiences and increase their awareness of the diverse cultures from around the world. We want to encourage appreciation of different groups to bring families and communities together. Our educational and enrichment programs are designed for our youth and are ideal for cross-cultural development and engagement.



## Custom Programs Designed to

- We have different program options across numerous cultures and cultural performances that we can bring to your school or organization. The program can be built around a specific cultural theme or type of performing art. For example, your music department might want to explore the origins and sounds of the Steel Pan Drum and how to create the sounds and notes.
- NICE works with your budget and schedule to provide affordable, well planned 45-minute programs with best in-class artists matched to your selected theme. Cost varies depending on the type, number of performances and artist.
- We work with you to plan and schedule a customizable program for your K-12 student population or adult group organization.



**Contact us for your next multicultural education enrichment event.**

**To discuss year round educational programs contact:**

Janet Evelyn, Executive Director  
(203) 919-3000 | [janet@norwalknice.org](mailto:janet@norwalknice.org)

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# THANK YOU TO OUR 2023 SPONSORS



Department of Economic and Community Development  
Office Of The Arts



The Norwalk International Cultural Exchange (NICE) is a non-profit 501 c3 organization that seeks 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. The NICE Festival Series celebrate the rich global heritage and culture so evident in the music, food, art and talent of which we in Norwalk, CT are so proud. The NICE Festival Series host dancers, musicians, food and craft vendors from multiple traditions and customs; and encourage the community to spend the day together.

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