

8TH ANNUAL NICE FEST

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

Planing is underway for this one day festival celebrating community music, food and the performing arts at Oyster Shell Park, in Norwalk, CT.

Reach thousands with a sponsorship to the Eighth Annual NICE Festival. A FREE celebration of our rich global heritage and culture in music, food, art and the talent we in Norwalk are so proud to present. 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.



Available Sponsorship Opportunities

Presenting Sponsors of Performing Arts – Main Stage

Sponsor of the “Child of the World” Stage

Sponsors of the International Food Court

Supporting Sponsors of the Arts & Crafts Row

Lamp Post Banner

See back for details about each sponsorship level

NICE Fest by the numbers

Reach Connecticut & the Region with a festival Sponsorship

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’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.

THANK YOU TO OUR 2023 SPONSORS



Department of Economic and Community Development
Office Of The Arts



Festival Sponsorship Levels 2024

Join Us in this Norwalk Cultural Celebration with thousands of families

Presenting Sponsors of Performing Arts - Main Stage \$10,000 (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 Banners
- Banner Ad on Norwalknice.org website
- Company Logo on festival volunteer t-shirt
- Company Logo with mention on website and all social feeds – FB, Twitter, Instagram, etc.
- 10X10 booth at festival to showcase your products and services

To discuss festival sponsorship opportunities contact:

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



Sponsors of the International Food Court \$3,500

(Category Exclusivity)

- Company Logo on Feather Flag banner placed at the international food court
- Lamp Post Banners – Individualized with logo. Two 24X48 Lamp Post Banners
- Banner Ad on Norwalknice.org website
- Company Logo on festival volunteer t-shirt.
- Company Logo with mention on website and all Social feeds – FB, Twitter, Instagram, etc.



"Child of the World" Sponsor \$7,500

(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 \$2,500

- 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 \$700

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

NORWALKNICE.ORG



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