

2026 SPONSORSHIP OPPORTUNITIES



October 3rd NOON TO 8PM
OYSTER SHELL PARK

It was 10 years ago that the Norwalk NICE Festival was founded with the idea of celebrating all Cultures in a day of unity and love. Since 2016 we have been building connections and growing our platform. In that time the Norwalk NICE Festival is now recognized as the Premier Cultural Festival in CT. It is by sharing traditions and customs that we build belonging, and create educational spaces where people of all backgrounds can see themselves—and each other—reflected. **Unity thru Community. This is the Power of NICE.**

By sponsoring our festival, your business will play a vital role in strengthening community bonds and celebrating the rich tapestry of our local culture.



“I am proud to congratulate the NICE Festival on its 10th anniversary. For a decade, the Norwalk International Cultural Exchange has brought our community together to celebrate the rich diversity that defines both our city and our global connections.

In Norwalk, our diversity is one of our greatest strengths. It shapes who we are, enriches our neighborhoods, and strengthens our sense of community. The NICE Festival beautifully showcases that strength through food, music, art, dance, and cultural traditions from around the world.

We are truly fortunate to host such a vibrant and meaningful gathering here in our city. Congratulations to the organizers, volunteers, performers, and sponsors who make this event possible. I look forward to celebrating the NICE Festival for many years to come.

Norwalk Mayor, Barbara Smyth

NICE Fest by the numbers

- Reach Connecticut & the Region with a festival Sponsorship**
- 5,000+** Attending from throughout the region
- 2 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, international & informational vendors

NICE's digital & media reach

- 8,000+** Annual Website visits
- 30,000+** Average Facebook reach
- 3500+** Followers on IG and FB
- Media:** Numerous mentions online, TV, print, CTVisit.com, FCbuzz, Hearst Media, News12, WPKN, WFSB and Outdoor billboards

OUR 2025 SPONSORS



norwalknice.org

SPONSORSHIP OPPORTUNITIES 2026

Reach thousands of Norwalk Families Celebrating a Decade of Community Unity at the NICE Fest

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 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.
- 10X10 booth at festival to showcase your products and services

“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.

NICE Year Round Edu Programs Enrichment All Year Long

We have several options for programming across numerous cultures and cultural performances that we can bring to your school or organization. We hope you will explore what we have to offer and consider us for your next enrichment program or event.

Sponsors of the International Food Court | \$4,500 (Category Exclusivity)

- Company Logo on Feather Flag banners placed throughout the international food court
- Lamp Post Banners – Individualized with logo. Two (2) 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.
- 10X10 booth at festival to showcase your products and services

Lamp Post Banner | \$1,000

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

Supporting Sponsors of the Arts & Crafts Row | \$2,500

Company Logo on Feather Flag banners placed around the Arts & Crafts Row

- One Lamp Post Banner.
- Banner Ad on Norwalknice.org website
- NICE Donors & Contributors
- Special recognition with name and mention on website and in printed annual brochure
- Banner Ad on Norwalknice.org website

To discuss festival sponsorship opportunities contact:

Janet Evelyn, Executive Director

(203) 919-3000 | janet@norwalknice.org



CALL: 203-919-3000 | OR VISIT NORWALKNICE.ORG