

Mabuhay! On Saturday October 27, 2018, Barangay Arts and Cultural Movement (BACM) is proud to present **FilAmFest 2018! *The Filipino American Arts and Culture Festival***, also known as **FilAmFest**, is the largest Filipino American arts and cultural event in San Diego County. It will take place on the campus of the **School of Performing and Creative Arts (SCPA)** at 2425 Dusk Dr. in the Paradise Hills Community from 10:00 am to 6:00 pm.

Initiated with the support of the Office of Councilmember Anthony Young, City of San Diego, District 4 in 2004, this will be the twelfth FilAmFest. **Asian Pacific Islander Community Actions (APICA)** will act as the fiscal receiver for FilAmFest for 2018. This coming year we are looking to implement many changes and create more opportunities for the community to come together and celebrate Philippine arts and culture. To accomplish this, we need the support of community partners and sponsors like you!

Through **FilAmFest** and our other year-round cultural and arts events, **Barangay Arts and Cultural Movement's (BACM)** mission is to serve as the premier platform for current and emerging Filipino and Filipina artists and to showcase their contributions to artistic and cultural mediums for the benefit of the greater San Diego community. Our purpose is to educate our audiences about the histories and cultural folkways of the Philippines and the contemporary Filipino American diaspora experience. We aim to promote ethnic pride and appreciation by mobilizing the Filipino community to support, promote, and encourage emerging artists in a wide range of cultural contexts.

The goals of **BACM** through **FilAmFest** are:

- To foster a sense of community and develop an understanding of Philippine cultural folkways.
- To increase collaboration and cooperation between community organizations.
- Increase active participation in the Filipino American community with partner organizations, local businesses and civic agencies.
- Develop financial assets and sustainability of the **FilAmFest** and **BACM** year round programs.
- To increase outside participation and have **FilAmFest** be a destination event.

Participating in FilAmFest as one of the major sponsor partners is an opportunity for **invaluable marketing exposure** to the **largest Asian Pacific Islander community** in San Diego County and **second largest ethnic group overall** in the region. Below you will find suggested sponsorship packages. ***These are simply a template and we are open to discuss specialized or variable support partnerships that work best for you and your organization!***

Enclosed you will find a complete **Marketing Partnership Proposal**, including a Sponsorship Benefits page, a Sponsor Information page, and the Booth Agreement form. The deadline for submitting an advertisement and booth space agreements is **September 7th, 2018.**

If you have any questions or comments about the festival, please contact us at jdiokno.faf@gmail.com. We look forward to working with you and await your response at your earliest convenience.

Maraming Salamat po!

James Diokno
Executive Director
Barangay Art & Cultural Movement



MARKETING & SPONSORSHIP BENEFITS

TITLE SPONSOR - \$10,000 +

- Title Sponsor benefits at FilAmFest AND our quarterly events held throughout the year
- (2) 10 x 10 or (1) 10 x 20 vendor booth at FilAmFest, (1) 10 x 10 booth at all quarterly events
- Recognition on all social media as Title Sponsor (Facebook, Twitter, Instagram)
- Display of corporate banner above main stage
- Recognition in press releases
- Display of banner at entry point/info booths
- Stage time for opening ceremony
- Recognition as major sponsor on event website
- Logo and link to the company on the website
- Company profile & bio included in program
- Inclusion of company logo on posters
- Inclusion of company logo on fliers
- Back cover full-color ad in event program
- Full-page, full-color ad in event program

PLATINUM SPONSOR - \$7,500

- 10 x 20 vendor booth in prominent location
- Display of corporate banner at main stage area
- Display of banner at one entry point/info booth
- Time on main stage to speak
- Recognition in press releases
- Inside cover (front or back), full-color ad
- One promotional email to mailing list
- Logo and link to the company on the website
- Company profile & bio included in the program
- Display of company logo on the festival kiosks
- Inclusion of company logo on posters
- Inclusion of company logo on fliers

GOLD SPONSOR - \$ 5,000

- 10 x 10 vendor booth in prominent location
- Display of corporate banner at the second stage
- Time on main stage for company in afternoon
- Logo and link to the company on the website
- Company profile & bio included in the program
- Full-page, full-color ad in the event program
- Inclusion of company logo on posters
- Inclusion of company logo on fliers



SILVER SPONSOR - \$2,500

- 10 x 10 vendor booth
- Display corporate banner in prominent location
- Logo and link to the company on the website
- Full-page, full-color ad in the event program
- Inclusion of company logo on posters
- Inclusion of company logo on fliers

SUPPORTING SPONSOR - \$ Variable

These are sponsorship opportunities that have negotiable benefits.

- Main Stage
- Secondary Stage
- Volunteer (Shirts, food, etc)
- Soda & Water
- Recipe Book & Cards
- VIP Area
- Event T-shirts
- Promotional materials
- Banners
- Souvenir Program
- Networking Pavilion
- Programming Areas



Filipino American Arts & Culture Festival

SPONSOR INFORMATION PAGE

Please fill out and return the following: Sponsor Information page, Advertisement Design Specification information, and Booth Rental Agreement no later than **September 7, 2018**. Please make copies for your records.

Contact Information

Sponsoring Business: _____

Contact Name: _____

Business Address: _____

Business Number: _____ Cell Phone: _____ Fax: _____

Email Address: _____

Sponsorship Marketing Levels (check level) – Checks are made payable to “Asian Pacific Islander Community Actions (APICA)”.

_____ Title	_____ Platinum	_____ Gold	_____ Silver	_____ Supporting
\$10,000+	\$7,500	\$5,000	\$2,500	\$Variable

ADVERTISEMENT DESIGN SPECIFICATIONS

In accordance with your level of sponsorship, you are entitled to a free advertisement in the festival souvenir program.

_____ Title Sponsor	Full-page, full-color inside ad in souvenir program and full-color ad on the back cover
_____ Platinum	Full-page, full-color ad in program on inside front cover or inside back cover
_____ Gold	Full-page, full-color ad in the souvenir program
_____ Silver	Full-page, full-color ad in the souvenir program
_____ Supporting	Variable size, ad in the souvenir program

Design Specifications:

- Submit material in the following file formats at 300 dpi: JPEG, PDF, EPS or TIFF.
- Please ensure size dimensions abide as indicated above including choice of color or B&W.
- Email JPEG, PDF, EPS or TIFF file to filamfest@gmail.com. *Subject Line: “Sponsor File – Your Business Name”* or mail to: FILAMFEST, Attn: FAF Program Ads, P.O. Box 741024, San Diego, CA 92174



BOOTH RENTAL AGREEMENT

The Barangay Arts & Cultural Festival, hereinafter referred to as BACM, permits the vendor listed at the bottom of this agreement, hereinafter referred to as VENDOR to use the Rental Booth facilities in accordance with the following agreement:

BEFORE THE FESTIVAL

1. The VENDOR agrees to observe and comply with all existing policies which in any manner affect or relate to the use of the Rental Booth.
2. FAF reserves the right to evict anyone violating any of the rules outlined herein, or violating any other rules and regulations.
3. The VENDOR may not sublet any portion of the rental booth space..
4. Two weeks and then again one week before the festival you will be required to read and understand directives for the day's setup and breakdown procedures.

DURING THE FESTIVAL

5. Booths are rented for the duration of FilAmFest 2018 only. **Rental shall begin at 8:00 AM end at 6:00 PM** on October 27, 2018.
6. BACM agrees to provide (1) Tables & (2) Chairs, during the event to all non-food selling VENDOR's. **Additional items have cost, including rental of additional chairs, tables, or canopy.**
7. The Booth must be accepted as assigned. VENDORS are **not permitted to remove and/or relocate** the rental booth from the assigned spot without prior approval of BACM. It is BACM's right to relocate the rental booth should it deem necessary.
8. The VENDOR **MAY NOT SELL OR CONSUME ALCOHOLIC BEVERAGES** at any time during on the grounds of the Festival site.
9. The VENDOR **may not operate any music device**, such as music equipment, computer, stereo, DJ equipment without obtaining consent from BACM. Operation of such devices without permission will be result in VENDOR to cease activity and termination of electricity without refund.
10. BACM reserves the right to inspect the information being distributed or the products being offered for sale by the VENDOR, and restricts the distribution of any item it considers as in violation of existing federal, state, and local laws and ordinances and shall retain the right to disallow what it deems inappropriate for the event. BACM reserves the right to deny sale or display of objectionable or offensive materials.
11. The VENDOR shall be solely responsible for all-losses, cost, damages and expenses of any kind whatsoever resulting from, arising out, or incidental to the use of the Rental Booth.

OVERALL RIGHTS & RESPONSIBILITIES

12. This Agreement shall be subject to the applicable laws of California. Any disputes arising from this Agreement shall be brought before the county courts of San Diego, California.
13. The VENDOR indemnifies and agrees to hold the BACM, APICA, the City of San Diego and any associated agencies affiliated with the festival event and their members, officers and directors, and employees, harmless against any and all liability (including court costs and attorney's fees) whatsoever arising from any claim made against FAF or loss incurred by the VENDOR as a result of or in any way arising from, relating to, or connected with the obligations identified within this VENDOR's Agreement including loss or liability caused by active negligence, except loss or liability caused by sole negligence or willful conduct. This hold harmless and indemnification obligation shall survive any termination of this rental Agreement. The VENDOR will act as the sole, distributor, supplier and/or manufacturer of products sold in FilAmFest, hence will be solely held liable for claims associated with products sold to customers at FilAmFest only.
14. This agreement for Booth Space at FilAmFest 2018 indicates the VENDOR's willingness to abide by all accompanying terms and conditions and general regulations listed on this document as well as such additional rules and regulations as BACM deems necessary for the success of the FilAmFest, provided these latter do not materially alter the Participant's contractual rights.

_____ By initialing here, I confirm that I have read **ALL** the conditions to this agreement. Understand this is a legally enforceable document.

Name of vendor (please print legibly)

Name of business or organization (please print legibly)

Signature of Vendor

Date Signed



Filipino American Arts & Culture Festival

FILAMFEST 2018

SPONSOR CHECKLIST

Please complete and submit the following ***no later than September 7, 2018***
(unless otherwise specified)

- € **Completed Sponsor Information Page**
- € **Booth Rental Agreement Form**
- € **Company profile/bio**
- € **High resolution company image/logo**
- € **Payment check for sponsorship contribution amount**
 - Checks are payable to “APICA”

MAKE SURE APPLICABLE FORMS ARE SIGNED!

Completed documents may be sent via email or mail:

- Email: **jdiokno.faf@gmail.com**
- Mailing address: **FilAmFest % APICA
P.O. Box 390681
San Diego, CA 92149-0681**

Checks are payable to “APICA”