



## 2023 Sponsorship Levels

Local Colors of Western VA celebrates ethnic heritages from around the globe and fosters the values of inclusion, diversity, and multicultural understanding. As a member of the city of Roanoke's arts & culture network, Local Colors enhances the region's attractiveness that creates economic and social well-being. Investment in Local Colors helps build a better community for all by breaking down silos and helping us understand each other better. Our events and services are free to the public so that our multicultural platform is accessible to all.

Local Colors is expanding its reach through on-air and virtual presentations in 2023. A series of short segments that explore the multicultural diversity in Southwest Virginia began airing on **Blue Ridge PBS** in 2021. Local Colors will also produce YouTube videos that provide educational content and cultural exploration.

**Live events:** Local Colors Festival that draws thousands to Elmwood Park | Hispanic Heritage Month celebration | Lunar New Year celebration in collaboration with the Taubman Museum | Nowruz (Persian New Year)

### EMBASSY | \$5,000

- Supports all live events for a single year
- Sponsor acknowledged at events, on the website and social media
- Sponsor provided booth space at all live events
- Acknowledgment on all printed materials related to events

### AMBASSADOR | \$3,000

- Supports the Local Colors Festival
- Sponsor announced from stage at the festival
- Sponsor provided booth and banner space at the festival
- Sponsor acknowledged on website, social media, on-air interviews and festival marketing materials

### CHAMPION | \$2,000

- Supports Local Colors educational forums including community presentations, cultural sensitivity training, collaborations with schools, and virtual presentations (not associated with Blue Ridge PBS)
- Sponsor acknowledged on website, social media, and educational marketing

CORPORATE DONATIONS \$500-\$1,500 are recognized on our website and printed materials.

Contact Lisa Spencer at (540) 904-2234 for more information

## Local Colors Festival Description

Our 2023 Local Colors Festival will be held on **Saturday, May 20, 2023 from 11:00 am to 5:00 pm** at Elmwood Park in downtown Roanoke. The festival kicks off in Local Color's tradition with a Procession of Nations that provides a portrait of the diversity of the area and also gives participants a sense of belonging. After that, performances run noon--5:00 pm in the amphitheater with live music, dance, and martial arts demonstrations from local ethnic artists. Local Colors also extends invitations to local arts & culture organizations to contribute a performance representing different cultures. Dozens of vendor booths will fill the park giving festival goers the opportunity to enjoy cuisine, explore artisan booths, and see educational displays from around the world. An international beer garden will be present as well! Young festival goers can learn about different cultures in our Children's Activity Area and participate in our Passport Program. We hope to bring the LOVEworks sign back to add attraction to the event and draw attention to Roanoke.

This annual family friendly event is open to all at no admission charge, providing an equal opportunity to experience the cultural diversity of the national heritages represented in the Roanoke area. By not charging admission we are presenting a glimpse into cultures from around the globe that all in our community can attend, even our newest area residents.

Local Colors utilizes different modes of advertising. We issue press releases which result in radio and local news appearances. Our media sponsor, WSLN-10 will run ads daily during the month prior to the event. We list the event on the Visit Virginia Blue Ridge and Festival.Net, as well as announcements in local newspapers. We use social media, Constant Contact and our website for announcements and updates. We distribute flyers to key community organizations, arts and culture organizations, and ethnic group associations. Sponsor logos are included on all marketing materials, website, e-communications and visibly present at the event. Additionally, sponsors are announced in on-air interviews and from the event stage.

Local Colors also does culture specific events throughout the year, including a rapidly growing event for Hispanic Heritage Month, a collaboration with the Taubman Museum for Lunar (Chinese) New Year, now in its 11th year, and a newly installed event for Nowruz (Persian New Year). In Spring 2021, Local Colors began programming on Blue PBS with short presentations on different cultural traditions. Additionally, Local Colors provides cultural sensitivity presentations, participates in diversity training events to promote awareness of other cultures, participates in community-based initiatives aimed at inclusion of foreign born people such as Welcoming Week, and serves as a resource for connecting ethnic groups with the schools and other organizations who desire inclusiveness. Local Colors also actively promotes ethnic festivals and other events sponsored by the international community for greater awareness and acceptance.

### What is funding used for

Funds would be used to support the logistical costs of planning and execution, including park rental, stage rental, security, sound system, port-a-johns, marketing material, and miscellaneous equipment rental.