



# 2022 Cultural Xchange Sponsorship Opportunities



In an effort to foster diversity, equity and inclusion in Lake Oswego, Parks & Recreation is implementing community events that celebrate diversity.

The Cultural Xchange is a full day festival that celebrates the diversity of our community. Channeling the feeling of a bustling market abroad, the event showcases different cultures through traditional dance and music performances, artisan vendors, food vendors, nonprofit groups and more. Festivities take place at Millennium Plaza Park with performances at two stages throughout the day. There will be many unique vendors to peruse and a wine & beer garden too!



## Cultural Xchange

Sunday, September 18  
12-8pm  
Millennium Plaza Park  
Lake Oswego, OR 97034



### Lake Oswego Parks & Recreation 2022 Sponsorship

Contact Emily Liu – Community Events & Farmers’ Market Manager  
503-675-3983 or [eliu@lakeoswego.city](mailto:eliu@lakeoswego.city)



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## Sponsorship Levels

Showcase your support of inclusion in Lake Oswego with one of the following opportunities:

- **Supporting Sponsor \$250:** Receive general advertising benefits on the website and promotional materials. Available to multiple sponsors.
- **Jade Sponsor \$500:** The Jade sponsor entitles your business to a booth space onsite and general promotional benefits at the Cultural Xchange. The festival includes dance, music and performances throughout the day, food vendors, artisan crafts and non-profits that showcase the diverse culture in our community. Available to multiple sponsors.
- **Sapphire Sponsor \$1,000:** The sapphire sponsor entitles your business to general promotional benefits, onsite advertising, color logo on event program and emcee acknowledgement 2 times at the event.
- **Platinum Sponsor \$2,500:** The platinum sponsorship entitles your business to general promotional benefits and onsite advertising at the Cultural Xchange. It also includes prime banner placement, color logo on the event program and emcee acknowledgement 4 times throughout the event with a brief description about your business. VIP perks will also be included in this package. Exclusive to one sponsor.
- **Swag Sponsor \$2,000:** The swag sponsor has the opportunity to provided 500 logoed Wine Glasses or Beer Cozies in the Beer & Wine garden at the event. Sponsorship also includes general promotional benefits.



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|                          |  | <b>Platinum<br/>\$2,500</b> | <b>Sapphire<br/>\$1,000</b> | <b>Jade<br/>\$500</b> | <b>Swag<br/>\$2,000</b> | <b>Supporting<br/>\$250</b> |
|--------------------------|--|-----------------------------|-----------------------------|-----------------------|-------------------------|-----------------------------|
| <b>GENERAL PROMOTION</b> | Company color logo in the <i>Lake Oswego Parks and Recreation Activities Guide</i> , mailed to 23,300 households   | X<br>1/4 page ad            | X                           | X                     | X                       |                             |
|                          | Acknowledged as sponsor in <i>Hello LO</i> city newsletter, mailed to 23,300 households  | X                           | X                           |                       | X                       |                             |
|                          | Company color logo in the Fall Events Brochure, widely distributed throughout the community  | X                           | X                           |                       | X                       |                             |
|                          | Company color logo on posters, postcards and other printed promotional materials.  | X                           | X                           | X                     | X                       | X                           |
|                          | Company color logo with hyperlink on the Lake Oswego Parks and Recreation website (August-October)   | X                           | X                           | X                     | X                       | X                           |
|                          | Company acknowledged as event sponsor on the City's social media platforms: Facebook +5,900 followers, Instagram +7,600 followers and Twitter +6,300 followers | X                           |                             |                       | X                       |                             |



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|-------------------------|--|----------------------------------|-----------------------------|-----------------------|-------------------------|-----------------------------|
| <b>ONSITE PROMOTION</b> | Company banner displayed next to the main stage onsite at the event (banner provided by the business). | X                                |                             |                       |                         |                             |
|                         | Opportunity to host a 10x10 booth space at the event.  | X                                | X                           | X                     | X                       |                             |
|                         | Emcee acknowledgement of your business.  | X<br>(4 times w/<br>description) | X<br>(2 times)              |                       | X<br>(2 times)          |                             |
|                         | Opportunity to provide a raffle giveaway at the celebration.   | X                                | X                           |                       |                         |                             |
|                         | Company Color logo on Thank You poster displayed at the event.   | X                                | X                           | X                     | X                       | X                           |
|                         | VIP package for 25 guests of your choice.  | X                                |                             |                       |                         |                             |
|                         | Company logo included on event program distributed at the event.                                       | X                                | X                           | X                     | X                       | X                           |
|                         | Opportunity to hand out 500 wine glasses or beer cozies at the event with your company logo.           |                                  |                             |                       | X                       |                             |