

# HM Sponsorship Opportunities

## CultureFest 305

Saturday, November 12, 2022

### What is CultureFest 305?

CultureFest 305 is a free annual festival hosted by the South Florida Folklife Center (SFFC) at HistoryMiami Museum (HMM). The event highlights tradition-bearers, folk groups, cultural organizations, and local businesses that represent the rich diversity of Miami. The festival celebrates Miami's various cultures, focusing attention on the city's identity



Musician Queenie Quan plays the Chinese violin at CultureFest 305 2019.



Dancers from Breffni Academy of Irish Dance at the entrance of CultureFest 305 2019.

to inspire feelings of communal unity and belonging.

CultureFest 305 is not only an opportunity to learn about and celebrate local diversity, but also a mechanism for building relationships with artists, organizations, and other partners. This festival is highly collaborative, involving over 30 partners each year, including traditional artists, community organizations, food vendors, and others. In preparation for CultureFest 305, SFFC works with each partner to co-create an activity or offering that is both informative and builds a connection.

In addition to scheduled performances and demonstrations, the festival includes an ongoing demonstration area that features a dozen tradition bearers and organizations. Envisioned as more than information tables, these spaces are opportunities for the public to engage in a meaningful way with the featured tradition. Additionally, the museum has focused on improving the festival's accessibility, including reallocating funds towards ASL interpretation and purchasing craft supplies appropriate for children and adults of all abilities.



Izia Lindsay holding the 2021 CultureFest 305 poster he designed.

### Our Impact Over Time

On April 8, 2017, the SFFC piloted the first CultureFest 305. The festival was a success with over 1,237 attendees and 27 partners, including traditional artists, community organizations, and local vendors.

By 2019, CultureFest 305 welcomed over 1,700 visitors and featured 37 artists and partners.

In 2020, CultureFest 305 went virtual, extending its reach to 14 countries and engaging over 15,000 people.

In 2021, HMM hosted its fifth annual CultureFest 305 at the museum, welcoming over 500 visitors amidst the challenges of the pandemic.

The museum aims to continue hosting the festival in-person for 2022, and the free festival will feature various artists and include performances, food demonstrations, craft activities, and more. CultureFest 305 encompasses all aspects of our mission by bringing together our community to connect, to learn, and to celebrate what makes this city and its people unique.

### What Makes

### Miami, Miami.

In 5 years we have served **20,165** people, and collaborated with:

**71** Artists and Presenters

**26** Businesses

**34** Community Partners



Delou Africa Dance Ensemble performing at CultureFest 305 2018.



Bolivia Mágica Ballet Folklórico dancer at CultureFest 305 2018.



# Sponsorship Opportunities and Benefits

Example:

## Platinum \$25,000

- Premium logo or name placement on all event collateral
- Premium logo or name placement on all digital collateral
- Premium logo or name placement at the event
- Vendor space at festival
- Mention during event program
- Mention in Press Release
- 6 Family Passes to museum
- Private museum tour
- 8 tickets Corporate Reception at Museum



## Gold \$10,000

- Premium logo or name placement on all event collateral
- Premium logo or name placement on all digital collateral
- Premium logo or name placement at the event
- Vendor space at festival
- Mention during event program
- 6 Family Passes to museum
- Private museum tour
- 6 Tickets to Corporate Reception at Museum

## Silver \$5,000

- Logo or name placement on all event collateral
- Logo or name placement on all digital collateral
- Logo or name placement at event
- Vendor space at festival
- 4 Family Passes to museum
- Private museum tour
- 4 Tickets to Corporate Reception at Museum

To support HistoryMiami Museum today, visit [www.historymiami.org/ways-to-give/](http://www.historymiami.org/ways-to-give/)



Smithsonian Affiliate

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## 6<sup>th</sup> Annual CultureFest 305

Saturday, November 12<sup>th</sup>, 2022

### Sponsorship Commitment

COMPANY/SPONSOR NAME: \_\_\_\_\_

MAIN CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

#### Sponsorship Level:

\$25,000 Platinum Sponsor     \$10,000 Gold Sponsor     \$5,000 Silver Sponsor

Please find my check enclosed (made payable to HistoryMiami Museum)

Please charge my VISA/AMEX/MC/DISC

NAME/COMPANY NAME (AS IT APPEARS ON CARD): \_\_\_\_\_

CREDIT CARD: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_ SEC. CODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## Thank you for your sponsorship!

Please mail payment to:

HistoryMiami Museum

101 C West Flagler Street, Miami, Florida 33130

For more information please contact Alicia Foster at  
(305) 375-1617 or [afoster@historymiami.org](mailto:afoster@historymiami.org)