



202 E. McDowell Rd. Suite #131
Phoenix, AZ 85004
Ph.: 1-602-412-1525
Fax: 1-602-412-4457
Info@ArabAmericanFestival.Com
www.ArabAmericanFestival.Com

Dear Valued Sponsor

The Arab American Festival is a Non-political, Non-religious, Non-profit Organization established to build community pride nationwide. The Arab American Festival's expected attendance with average 50,000 people and showcases our diversity of music, arts, and cultures. Multi-generational and multi-cultural families gather to enjoy free music, arts and crafts, entertainment, children's activities, and services from local businesses, food, and vendors.

The Arab American Festival will be taking place on Saturday & Sunday Oct. 31 & Nov. 1, 2009 in the Arab Community Center located at 10555 Stancliff Road, Houston Texas. The Festival will run from 12pm-10pm each day.

The Arab American Festival will be a great opportunity to showcase your products and/or services to a large captive audience as Houston is rated the 4th largest Arab community in USA. As a Sponsor/Vendor you can expect thousands of potential customers in attendance and you can promote your company, products and services to a concentrated target audience.

The program is a full 2-day 21-hour festival and will draw people from all over, primarily from right here in Texas's community. This is an amazing networking opportunity for local and national businesses.

Sponsors help make events like this possible. This year we have created six levels of sponsorship options for our event. If you would like to sponsor our festival with an amount that is not listed, we are open to all sponsorship amounts above standard sponsors fees and we appreciate the support!

Sponsors are encouraged to register early to be featured in our marketing & advertising plan, we will start our campaign as early as July. 2009.

Sincerely

A handwritten signature in blue ink, appearing to read 'Ashraf Elgamal', written over a series of horizontal lines.

Ashraf Elgamal
Founder

MARKETING & ADVERTISING*

Press Conference

Oct. 26th

TV Coverage (Satellite & Local Channels)

Start Sept 1st, advertisements, coverage & interview

Radio Exposure

Start Oct 15th, advertisements, coverage & interview

Local Newspapers

Start July. 20th

National Newspapers & Publications

Start Aug. 15th

Street Banners

3'x30' banners on the festival 2 days (4 banners)

Promotional Balloons

One large Air Balloon on the Festival 2 days

Public Meeting

in upcoming local events

Festival Website

Start Jan 15th, program, floor plan, photo gallery, sponsors banners with links

Flyers

100,000 start distribution on July 1st, Schools, Colleges, Universities, Public Libraries, Shopping Malls, Local Businesses, Events, Supermarket and Restaurants

Posters

1000 start displaying on Aug 1st, Schools, Colleges, Universities, Public Libraries, Shopping Malls, Local Businesses, Supermarket and Restaurants

Internet Promotion

Starting Jan. 1st, local newspapers website event calendar, TV's website event calendar, City official website, Myspace.Com, Craigslist.Org Events calendar, ShowUP.Com, Zvent.Com, Houston.Com, HelloHouston.Com, VisitHoustonTexas.Com, HelloHouston.Com, ArabAmericanFestival.Com, Arab Festival.US, Arab Festivals.Com, Blogs, & other websites

Invitations

20,000 invitations start distribution on Oct. 1st

Festival Magazine

10,000 Arab American Festival Magazine, start distribution on Dec. 15th.



**All campaign/plans subject to change without notice*

SPONSORS

Platinum Plan \$25,000

In-Kind contributions accepted at this level with 25% monetary

- The Title of “Platinum Sponsor” on the 3 months marketing & advertising campaign
- 20’x 10’ booth
- One 5ft x 10ft primary banner location at the top of stage background¹
- Logo² on the Large Air Balloon¹
- Logo² and link to sponsor’s website prominently displayed on official event website

Company logo² in a primary positioning on:

- AAF Magazine (Front Cover Logo² + Full Inside Cover Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads
- All TV Media Campaigns
- All Radio Advertisements



Company logo² mentioned on:

- All Press Conference
- All Publicity
- All Public Meetings
- All TV/Radio Interviews
- During program throughout the 2 day event

Gold Plan \$15,000

In-Kind contributions accepted at this level with 25% monetary

- The Title of “Gold Sponsor” on the 3 months marketing & advertising campaign
- 10’x 10’ booth
- One 5ft x 10ft banner at the top of stage background¹
- Logo³ and link to sponsor’s website prominently displayed on official event website

Company logo³ in a primary positioning on:

- AAF Magazine
(Front Cover Logo³ + Full Color Glossy Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads

Company logo³ mentioned on:

- All Press Conference
- All Publicity
- All Public Meetings
- During program throughout the 2 day event

COMMUNITY SPONSORS

Silver Plan \$10,000

- The Title of “Sponsor” on the 3 months marketing & advertising plan
- 10’x 10’ booth
- One 5ft x 10ft banner at the top of stage background¹
- Logo⁴ and link to sponsor’s website prominently displayed on official event website

Company logo⁴ on:

- AAF Magazine (Full Color Glossy Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads



Company logo⁴ mentioned on:

- All Press Conference
- All Publicity
- All Public Meetings
- During program throughout the 2 day event

Bronze Plan \$5,000

- The Title of “Sponsor” on the 3 months marketing & advertising plan
- 10’x 10’ booth
- One 5ft x 10ft banner at the top of stage background¹
- Logo⁵ and link to sponsor’s website prominently displayed on official event website

Company logo⁵ on:

- AAF Magazine (Full Color Mate Page)
- Fliers
- Invitations
- Posters
- All News Papers Ads

Company logo⁵ mentioned on:

- All Press Conference
- During program throughout the 2 day event

Saver Plan \$2,500

- The Title of “Sponsor”
- 10’x 10’ booth
- One 5ft x 5ft banner at the top of stage background¹
- Logo⁶ and link to sponsor’s website prominently displayed on official event website

Company logo⁶ on:

- AAF Magazine (1/2 Color Glossy Page)
- Fliers
- Posters

