



Dayton International Festival, Inc.

September 23, 2023

Over four decades ago, representatives from cultural groups living in our region joined together to form Dayton International Festival, Inc. (DIFI). This nonprofit organization (501c3) has the primary purpose of promoting and preserving the cultures and heritages of the ethnic communities it represents, sponsoring activities that highlight bonds of friendship developed through cultural exchange and joint endeavors. DIFI is best known for its role in organizing A World A'Fair (www.aworldafair.org), an annual 3-day festival involving the 30+ ethnic groups that make up its membership. The 48th A World A'Fair will be held May 3 - 5, 2024 at the Greene County Expo Center in Xenia Ohio, and we offer you the opportunity to support this important event. Historically over 25,000 people attend this multi-cultural experience, which features the food, drink and entertainment of countries from around the world. 2016 was a banner year with over 30,000 total attendees. This made us the Dayton Convention Center's largest event. Furthermore, we are proud to be the oldest and largest international festival in Ohio. A World A'Fair is both fun and educational, with colorful displays, live dance instruction, a passport to teach children about different cultures and much more. Our 2024 cultural theme is art, and we are beginning to actively promote this year's event via social & print media as well as other PR channels. Please consider one of the following sponsorship levels to support DIFI and contribute to positive human/social relations:

2024 sponsor packages

- **Support** (under \$250)
 - Promotion on social media platforms

- **Tier 1** (\$250)
 - Promotion on social media platforms
 - 10 free tickets

- **Tier 2 (\$500)**
 - Promotion on social media platforms
 - 10 free tickets
 - Logo sign to be placed on the festival grounds

- **Partner (\$1,250)**
 - Promotion on social media platforms
 - 15 free tickets
 - Logo sign to be placed on the festival grounds
 - Support announced at stages 2x/day

- **Bronze (\$2,000)**
 - Promotion on social media platforms
 - 25 free tickets
 - Logo sign to be placed on the festival grounds
 - Logo on key promo materials
 - Support announced at stages 2x/day
 - Table at the entrance

- **Silver (\$5,000)**
 - Promotion on social media platforms
 - 50 free tickets
 - Logo sign to be placed on the festival grounds
 - Logo on key promo materials
 - Support announced at stages 4x/day
 - Table at the entrance
 - Approx 4"x2" ad in festival program

- **Gold (\$7,500)**
 - Promotion on social media platforms
 - 100 free tickets
 - Logo sign to be placed on the festival grounds
 - Logo on key promo materials
 - Support announced at stages 4x/day with a brief narrative
 - Premium booth space with 10x20 tent at the event entrance
 - Approx 4"x4" ad in festival program

- **Informal Stage Sponsor (\$10,000)**

Have the informal stage named after your company! Let everyone know how much you love supporting A World A'Fair entertainment by sponsoring this stage.

- Stage namesake. Backdrop banner with your company name and logo prominently featured on stage.
- Promotion on social media platforms
- 100 free tickets
- Logo sign to be placed on the festival grounds
- Logo on key promo materials
- Support announced at stages 4x/day with a brief narrative
- Premium booth space with 10x20 tent at the event entrance
- Inside rear cover full page ad in festival program

- **Main Stage Sponsor (\$15,000)**

Have the main stage named after your company! Let everyone know how much you love supporting A World A'Fair entertainment by sponsoring this stage.

- Stage namesake. Backdrop banner with your company name and logo prominently featured on stage.
- Promotion on social media platforms
- 100 free tickets
- Logo sign to be placed on the festival grounds
- Logo on key promo materials
- Support announced at stages 4x/day with a brief narrative
- Premium booth space with 10x20 tent at the event entrance
- Inside front cover full page ad in festival program

Your sponsorship of A World A'Fair ensures that the rich ethnic traditions forming the heritages of many living in the Miami Valley are recognized and respected. Our regional diversity is a core strength of our community, contributing to quality of life. If you have any questions or would like to discuss sponsorship opportunities, please contact Jeff Nozar.

**Jeff Nozar
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