



WORLD TOWN FESTIVAL WORLD CUP EDITION

A Celebration of Music, Art, Culture and... Fútbol!

Celebrating Philly's diversity in arts and culture through entertainment, art, food, and soccer, the Worldtown Festival will be FREE and open to everyone. Interactive activities and performances will reflect the city's musical vibrancy, International Flag Day, and the start of the World Cup. Worldtown is a Philadelphia-based global arts organization with the goal of bringing diverse people together through local events, live music, and cultural initiatives.

Date: Saturday, June 14 (Raindate: Sunday, June 15) Time: 11:00am-9:00pm
Location: The Piazza at Schmidt's, Philadelphia

FESTIVAL HIGHLIGHTS

International music: Salsa, Reggae, House, Afrobeat, Balkan beat live bands and DJ's
Opening weekend of World Cup broadcast on large screen Bazaar including food, drink, fashion and goods Family-friendly activities: face painting, salsa, drumming, yoga, and hooping workshops
2 on 2 soccer tournaments: **Dance and live performances**
Fashion show Supporting Philadelphia non-profit initiatives

MAIN PERFORMANCES

Worldtown Sound System - <http://worldtownsoundsystem.com/>
Pablo Batista (Mambo Syndicate) - <http://www.pablobatista.net/music>
West Philly Orchestra - <http://www.westphiladelphiaorchestra.com/>
Laluna Dance Studio - Salsa performance

Please contact our PR/Marketing Department at: worldtownfestival@gmail.com
or call Julian Hinson at 215 828 1447
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NON-PROFIT BENEFICIARIES

All sponsorship proceeds will go directly to our non profit beneficiaries. Working closely with Small But Mighty Arts, FIG Family Restoration Corporation, and YMCA, the Worldtown Festival will benefit these organization's community based initiatives. Additionally, through corporate sponsors and able individuals, Worldtown will be hosting a drive for musical instruments and sports equipment to donate to the latter two organizations.

Small But Mighty Arts Grant: <http://smallbutmightyartsgrant.wordpress.com/>
Family Restoration Corporation: www.figfc.org
The Philadelphia YMCA: <https://philymca.org/>

According to a recent Greater Philadelphia Cultural Alliance Report, Philadelphia is a thriving city full of "arts and cultural organizations with a total economic impact of over \$3.3 billion." One such organization is Worldtown, a Philadelphia-based global arts organization with the goal of bringing diverse people together through local events, art, live music, and cultural initiatives.

This summer, Worldtown is seizing a wonderful opportunity to unite the multicultural community of Philadelphia with a global phenomenon - the World Cup!

This is an all ages day of events. Your company will be exposed to families in the local community and there will be fun activities and promotions for everyone! Join us for a full day of diverse arts, culture, entertainment, food, and best of all - soccer! We are pumped to present the first annual **Worldtown Festival - World Cup Edition** June 14th from 11am to 9pm at The Piazza.

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Who is Worldtown?



Worldtown has been bridging music, people and the arts together since 2011. Founded by a diverse group of friends over their love of music and international culture, Worldtown has grown to a community in the thousands throughout the local tri-state area. The Worldtown audience is comprised of fans between the ages of 18-40, who have a college-level education, who appreciate creativity and the arts, and enjoy the intersection of global culture and entertainment. Taking it to a new level this June, Worldtown's first annual festival estimates an attendance of over 10,000 people through the day, throughout the Piazza, to enjoy kid-friendly activities, live entertainment, and a free viewing of the world's favorite sport - soccer.

DID YOU KNOW? Worldtown focuses on fundraising and outreach efforts on youth development through the arts and music? Our educational initiatives, including workshops and mentoring, aim to teach youth social entrepreneurship and media arts skills, propelling them toward meaningful careers. We'll be accepting donations throughout our festival for musical instruments and sports equipment to help local students in need!

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SPONSORSHIP INFORMATION

We have many opportunities to be involved in our festival this year! With your kind support, we have the exciting potential of creating an annual event for locals to attend, enjoy, and unite over their love of global and cultural events. Our high level sponsorship packages are first come, first serve so contact us today to get involved.

BENEFITS OF SPONSORSHIP

The first annual Worldtown Festival: World Cup Edition will target over 1,420,000 consumers and 500 local businesses through our advertising campaigns, social media promotions, local media outreach, and online press. By supporting Worldtown, you join an exciting and innovative group of companies who support local events with a tremendous reach to a large culturally diverse audience within the Greater Philadelphia market. Our full day festival will offer a multitude of opportunities to promote your brand to an audience full of Philadelphia college students, families, and new friends who are excited to share their summer Saturday with you!

Benefits of Sponsorship include :

HEIGHTENED COMMUNICATION

At Worldtown Festival join the audience, and send your message! This is a unique opportunity to connect with your audience while they have heightened spirits while they are enjoying themselves and in a receptive mood. And, instead of a short and expensive commercial ad, you have all day to get your message across! Your company will receive tremendous exposure through our very aggressive marketing and community outreach campaign.

More benefits →

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More sponsorship benefits include :

ART AND MUSIC COMMUNITY EXPOSURE

Worldtown Festival will reach hundreds of artist and musicians in the Greater Philadelphia area! This event is focused on the areas most innovative and progressive creative minds!

MAXIMIZED IMPRESSIONS THROUGH DIVERSIFIED MULTIMEDIA EXPOSURE

The Festival will be advertised heavily with a strong public relations and social media push on platforms such as Facebook, Twitter, Instagram, YouTube, local newspapers, television, radio, local family and community groups, on fashion goods, video and more.

VIDEO, COMMERCIAL AND SCREEN DISPLAY

Have a customized ad created for commercial breaks during the screening of the World Cup Games that will be taking place on the day of the event! Have your ad running all day as well as be included on our video advertising campaign that will run during the ramp up to the event. Multiple 30-second spots on concert video screen during festival with opportunity to purchase additional spots at a reduced rate.

STAGE ANNOUNCEMENTS

Continental announcements/recognition for sponsor from respective stage, as well as on-stage opportunities for corporations/dignitaries and representatives.

PRODUCT SAMPLING - PROMOTIONAL DISPLAYS - ONSITE SALES

As a sponsor, you can receive exclusive on-site sales and sampling rights of your product or service category, thus enabling you to exclusively connect with your target audience on a personal level.

More benefits →

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More sponsorship benefits include :

POINT OF SALE PROMOTIONS

Drive sales by offering discounts coupons to attendees of the Worldtown Festival and invite them to come back and enjoy your unique product or service again. You will have the potential opportunity to reach thousands of viewers and attendees.

EXCLUSIVITY & PROMOTIONAL RIGHTS

Top sponsors can take advantage of categorical exclusivity and can benefit from using the Worldtown name and logo on product packaging and pre-advertising, as well as create event-themed promotions.

CUSTOMIZED PROMOTIONS

If your company is looking for a customized package when it comes to our sponsorship levels, we're here to help! Contact us below and let's start the conversation on how to take your current marketing goals and turn them into a fruitful return on investment. We'll work together to find the appropriate investment level and promotional campaign for this exclusive and amazing event!

CROSS-PROMOTION

LETS MAXIMIZE YOUR PROMOTION DOLLAR'S IMPACT! Worldtown Festival enables promotions with our other sponsors to multiply and maximize your visibility. Place your product in a new distribution outlet, and/or generate valuable merchandising opportunities for use in trade incentives and our other promotions.

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SPONSORSHIP PACKAGES

GOALIE

SPOTS: 12 COST: \$500

- Vending Booth
- Logo on web and printed advertising
- Social media promotion
- High exposure to thousands of attendees at the event

SWEEPER

SPOTS: 4 COST: \$1000

- Tax credits for donations and discounts
- Vending Booth
- Logo on web and printed advertising
- Social media promotion
- High exposure to thousands of attendees at the event

More Packages →

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WINGER

SPOTS: 2 COST: \$5000

- Logo placement in all ads
- Main Stage Display
- Regular acknowledgement and stage announcements
- Four 1.5 second Video ads on big screen during game breaks
- Logo placement on event jerseys.
- Tax credits for donations and discounts
- Vending Booth
- Logo on web and printed advertising
- Social media promotion
- High exposure to thousands of attendees at the event

More →

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STRIKER

1 SPOT COST: \$10000

- Exclusivity in sponsor product or service category
- Targeted for multiple impressions
- Ten 30 second video screen ads during game breaks
- Primary logo placement on official festival jerseys
- Opportunity for corporate announcement on stage
- Primary and central booth positioning with the largest exclusive 15x15 promo space
- 10 vip passes for backstage access
- Logo placement in all ads
- Main Stage Display
- Regular acknowledgement and stage announcements
- Four 1.5 second Video ads on big screen during game breaks
- Logo placement on event jerseys.
- Tax credits for donations and discounts
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VENDOR OPPORTUNITIES

Are you a local food, fashion or goods business looking to spread your message at our festival? We offer vendor booths during the Worldtown Festival for a limited number of companies. To stay themed with our festival, companies with an international or multicultural focus will be favored in order to give our attendees a truly World Cup feel. With an estimated attendance of over 10,000 people in foot traffic in and around the Piazza, buying space for one of our vendor booths during our festival is a smart marketing opportunity that you don't want to miss for your brand!

FOOD VENDORS: Limited Space for four exclusive vendors
As a potential food vendor your company has been specifically targeted as being an ideal partner for this event based on international diversity. We would like to invite you to participate as a selected food vendor. There is a limit of 4 vendors for this event.

FASHION AND GOODS VENDORS:
The Worldtown Festival will appeal to a large group of fashion-minded, progressive artistic people and families throughout the region. With exposure to thousands of consumers your product is sure to be recognized and the opportunity for promotions and sales of your product will be immense.

Fashion and Goods Vendors: Full booth (8' space, table not included) \$250 each for up to 10 hours. Only 20 booths available.

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WORLD TOWN PREMIER ACCESS DONATION PACKAGES

This event is FREE to attend, but if you would like to donate [click here](#).

DONATION PACKAGES

GOALE \$10

Digital download pack of Worldtown's first three releases and digital art package.

SWEEPER \$30

Classic Worldtown Tee Shirt PLUS everything above

FORWARD \$100

VIP Access to exclusive artist and performance areas PLUS a variety of food, drinks, and goodies PLUS everything above.

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WHY PARTNER WITH WORLD TOWN FESTIVAL?

QUALITY PARTNERSHIP

In Partnering with Worldtown Festival and our non-profit beneficiaries, your company aligns itself with a very high-profile and prestigious event focusing on music, culture, arts, diversity and COMMUNITY! This association establishes your commitment to improving the quality of life for your consumers in the Greater Philadelphia Market-place.

MUSIC AND ART FESTIVALS ARE PROVEN TO DRIVE SALES AND ATTAIN EFFECTIVE MARKET EXPOSURE

Music festivals and live music events are the ideal platform for engaging your target audience. They're sociable, they have enjoyment at their heart, and they're not just about the music and art; they're about interaction and unexpected moments. Our strategy is all about providing these unexpected moments to you and your company through our summer festival. By supporting our event, you'll go down in the memories of thousands of attendees as they enjoy a full day of musical acts, exotic tastes, and the high energy of the world's favorite sport.

CONTACT

Thank you for your consideration of becoming an official sponsor or vendor at our first annual Worldtown Festival: World Cup Edition, and we look forward to working with you and your company!

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