



# SPONSORSHIP PACKET

2025

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FILIPINO CULTURE TAKES  
CENTER STAGE AT

# THE 2025 COACHELLA VALLEY FILIPINO FESTIVAL!

After a year off to regroup and grow, CVFF is returning with even more to experience. The 2025 festival will feature expanded programming, new community partners, and fresh opportunities for cultural exchange.

This free, family-friendly event offers something for everyone. Whether it's reconnecting with cultural roots, supporting local vendors, or discovering Filipino traditions for the first time, CVFF is where community comes together and culture takes center stage.

CVFF is a program of the Palm Springs Cultural Center, a 501(c)(3) nonprofit.





# WHAT TO EXPECT IN 2025

- Filipino food vendors serving both classic and modern dishes
- Live music and traditional dance performances
- Cultural exhibits and interactive workshops
- A curated vendor marketplace of Filipino-owned businesses
- Activities for families and all ages
- An outdoor bar offering specialty cocktails inspired by Filipino flavors
- Details and performance lineup coming soon!





# WHY SPONSOR

Want to be part of something special?

Sponsoring the Coachella Valley Filipino Festival is a meaningful way to support the Asian American community and celebrate cultural diversity in the Coachella Valley and beyond. Your support helps uplift Filipino voices while showcasing your brand's commitment to inclusion and community impact.





As a sponsor, your brand will be showcased in front of thousands of cultural consumers from all walks of life. In 2023, the festival's reach included:

**6,000+**

**ATTENDEES**

From Across Southern California

**13,973**

**EMAIL SUBSCRIBERS**

Receiving Festival Updates And Announcements

**393,629**

**ESTIMATED TOTAL SOCIAL MEDIA REACH**

Festival Posts Plus Vendor And Performer Follower Networks

**9**

**MAJOR MEDIA OUTLETS**

Covering The Festival, Including Nbc Palm Springs, The Desert Sun, And The Filipino Channel (3m+ Global Subscribers)

This reach was powered not only by official festival channels but also by dozens of vendors and performers sharing with their own audiences, expanding visibility through cultural creatives, small businesses, and community leaders.

Whether you're looking to raise brand awareness, deepen community relationships, or support a cause that matters, we'll work with you to create a sponsorship experience that aligns with your goals and leaves a lasting impact.





# SPONSORSH LEVELS

We offer a range of sponsorship tiers to meet your goals and highlight your support. All sponsors will be publicly acknowledged and invited to be part of this growing cultural tradition. Custom packages and add-on opportunities are also available.



## **Presenting Sponsor \$30,000**

*One available – includes "Presented by [Your Brand]" recognition across all platforms*

This is the highest level of support, offering exclusive naming rights and maximum visibility across every aspect of the festival.

- Exclusive "Presented by" branding on all print, digital, and on-site signage
- Logo lock-up with festival name used in all press, outreach, and promotions
- Top placement on sponsor banner and sponsor thank-you board (placement and design to be confirmed)
- Acknowledgment in press releases, media outreach, and emcee scripts
- Premium booth space in a high-traffic area
- Special on-stage recognition and speaking opportunity
- Featured logo, description, and live link on the homepage of the festival website
- Highlighted in festival email communications and social media posts
- Custom on-site activation or branded area (if desired)
- Dedicated social media thank you post

## **Premier Sponsor \$15,000**

*One available – includes exclusive naming rights to the Main Stage*

- Main Stage naming rights with signage and emcee mentions throughout the event
- Prominent logo placement on printed materials and on-site signage, including sponsor banner and thank-you board (placement and design to be confirmed)
- Acknowledgment in press releases and event promotions
- Premium booth space
- Special on-stage recognition
- Logo and live link on homepage and sponsor section of the Festival website
- Logo included in all Festival emails and social media
- Featured in a priority-level sponsor thank-you on social media



## **Platinum Sponsor \$10,000**

- Prominent logo placement in on-site signage and sponsor thank-you board (placement and design to be confirmed)
- Logo placement in all printed materials
- Priority booth space in a central location
- On-stage thank-you
- Logo, description and live link on the sponsor section of the website
- Logo included in all Festival emails and social media
- Featured in a priority-level sponsor thank-you on social media

## **Silver Sponsor \$2,500**

- Logo included on on-site sponsor signage and thank-you board (placement and design to be confirmed)
  - On-stage thank you
  - Recognized as part of a shared sponsor appreciation post
- Logo included on the sponsor page of the website

## **Gold Sponsor \$5,000**

- Prominent logo placement in on-site sponsor signage and thank-you board (placement and design to be confirmed)
- Booth space at the event
- On-stage thank-you
- Included in a priority-level sponsor thank-you on social media
- Logo, description, and live link featured on the sponsor page of the website

## **Bronze Sponsor \$1,000**

- Logo/Name listed on event signage and sponsor thank-you board (placement and design to be confirmed)
- Logo/Name listed on the sponsor page of the website
- Recognized as part of a shared sponsor appreciation post





## **Community Sponsor \$500**

- Logo/Name listed on the sponsor section of the website
- Name included on sponsor thank-you board at the festival (placement and design to be confirmed)
- Listed in a group appreciation post celebrating all community-level sponsors

## **Supporter \$250**

- Name/Logo listed on website under Supporter Circle on the sponsor section of the website
- Name included on sponsor thank-you board at the festival (placement and design to be confirmed)

## **Add-On Opportunities**

We're happy to work with you to create custom benefits that align with your brand goals. Ask us about additional branding opportunities, like sponsoring a performance zone, family activity area, or vendor marketplace. Add-ons can be bundled with any sponsorship level or customized to fit your vision.

## **In-Kind Sponsorships**

We welcome in-kind donations of goods or services that help bring this event to life. Examples include printing, signage, event supplies, equipment loans, or volunteer time. Recognition will reflect the value and impact of your donation and can be tailored in conversation with our team.

## **Your Support Is Tax-Deductible**

The Coachella Valley Filipino Festival is a program of the Palm Springs Cultural Center, a 501(c)(3) nonprofit organization. Sponsorship contributions are tax-deductible to the extent allowed by law. A formal acknowledgment letter will be provided for your records.





# JOIN US

READY TO TAKE THE NEXT STEP? REACH OUT  
TODAY TO LEARN HOW YOUR BRAND CAN SHINE AT  
THE COACHELLA VALLEY FILIPINO FESTIVAL.

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