



SPONSORSHIP PACKET

2026

NOVEMBER 21, 2026 | 11AM - 6PM

CELEBRATE FILIPINO
CULTURE AT

THE 2026 COACHELLA VALLEY FILIPINO FESTIVAL!

On Saturday, November 21, 2026, the Coachella Valley Filipino Festival (CVFF) returns to Downtown Palm Springs with a full day of Filipino food, music, art, and cultural pride.

Following the tremendous success of our move to the Downtown Park in the heart of Palm Springs, the Coachella Valley Filipino Festival returns for its third year, bigger than ever.

Set beside the iconic Forever Marilyn statue, the festival has quickly become one of Southern California's premier Filipino cultural events, bringing together thousands of

attendees from across the Coachella Valley and Southern California for a day of food, live entertainment, arts, community, and connection.

Everyone is welcome at this free, family-friendly festival, whether you're celebrating your own heritage or experiencing the richness of Filipino culture for the first time.

The Coachella Valley Filipino Festival is a nonprofit initiative fiscally sponsored by the Palm Springs Cultural Center, a 501(c)(3) nonprofit organization.





WHAT TO EXPECT IN 2026

- Live music and traditional and contemporary dance performances
- Filipino food vendors serving both classic and modern dishes
- Educational and historical exhibits celebrating Filipino heritage
- A curated marketplace featuring Filipino-owned businesses and artisans
- Cultural exhibits and interactive workshops
- A fully restored 1964 Sarao Jeepney, an iconic symbol of Filipino culture
- Activities for families and all ages



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 2026, the festival's reach included:

6,000+

**ATTENDEES FROM
ACROSS SOUTHERN
CALIFORNIA**

160K+

**SOCIAL MEDIA
ACCOUNTS REACHED**

500K+

**SOCIAL MEDIA
TOTAL VIEWS**

100+

**VENDORS, PERFORMERS,
EXHIBITORS, AND
COMMUNITY PARTNERS**

10+

**MAJOR NEWS OUTLETS COVERING THE
FESTIVAL, INCLUDING NBC PALM SPRINGS, THE
DESERT SUN, AND THE FILIPINO CHANNEL (3M+
GLOBAL SUBSCRIBERS)**

In addition to official outreach, all performers and vendors promote the festival on their own platforms, expanding visibility across a wide network of 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 impression.



SPONSORSHIP LEVELS

We offer a range of sponsorship opportunities designed to meet your goals and recognize your support. All sponsors will be publicly acknowledged and invited to be part of this growing cultural tradition. If you're looking for something different, we're happy to work with you to create a customized sponsorship package.

Presenting Sponsor

A limited presenting sponsorship opportunity is available for organizations seeking the highest level of visibility and recognition. Benefits include "Presented by" naming rights, category exclusivity, and customized branding throughout the festival.

Please contact us to discuss this exclusive opportunity.



Platinum Sponsor

\$10,000

- Premier logo placement across festival marketing materials and on-site signage
- Featured logo placement in festival television promotions
- Featured recognition in festival social media and email communications
- Premium booth location
- Featured recognition on the festival website with logo, description, and live link
- On-stage recognition and speaking opportunity
- Customized branding and activation opportunities available upon request

Gold Sponsor

\$5,000

- Prominent logo placement on festival signage and printed materials
- Logo placement in festival television promotions
- Booth space
- Prominent recognition on the festival website with logo and live link
- Recognition in festival email communications and social media
- On-stage recognition

Silver Sponsor

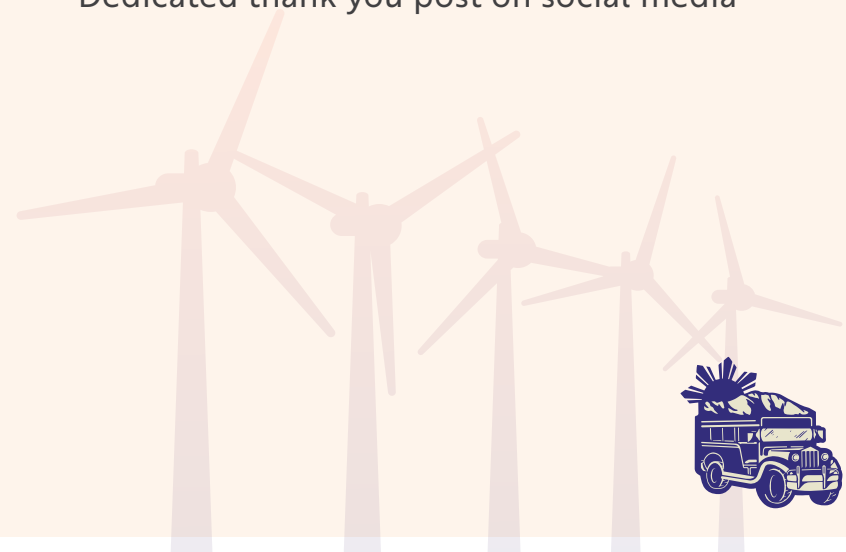
\$2,500

- Logo placement on festival signage and printed materials
- Booth space
- Recognition on the festival website with logo and live link
- Recognition in festival social media including dedicated thank you post
- On-stage thank you

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 with live link
- Dedicated thank you post on social media



Friend of the Festival \$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)

Community Sponsors (In-Kind Contributions)

We welcome donations of goods and services that help bring the festival to life. Recognition will be tailored to the value and impact of your contribution and may include website recognition, on-site signage, social media acknowledgment, and other benefits as appropriate.

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.

Your Support Is Tax-Deductible

The Coachella Valley Filipino Festival is fiscally sponsored by the Palm Springs Cultural Center, a 501(c)(3) nonprofit organization. Sponsorships and donations are tax-deductible to the extent permitted by law.

