FIUTS CulturalFest, February 10th & 25th, 2016
Corporate Sponsorship Information

The Foundation for International Understanding Through Students (FIUTS) builds international understanding, cross-cultural communication, and informed global citizenship in the Puget Sound region. Based at the University of Washington, FIUTS is an independent 501(c) 3 nonprofit organization that was founded in 1948 to promote peace and understanding between people from around the world. All FIUTS programs challenge students and members of our community to build bonds of friendship that extend beyond borders, politics, and stereotypes and inspire a new generation of leaders committed to international peace and understanding. FIUTS invites local businesses to join FIUTS as sponsors of our largest annual event, FIUTS CulturalFest.

Corporate Sponsorship of FIUTS CulturalFest is a powerful way to promote your business to the University of Washington and local community and support citizen diplomacy, global understanding, and student leadership in our region.

$5,000 Presenting Sponsorship Level (deadlines listed where applicable)

- Announcement of sponsorship on www.fiuts.org on confirmation
- Logo on invitations and/or mailings to 1,000 supporters & community members (deadline: 1/3/17)
- Logo on promotional posters distributed across the Seattle area to cafés, restaurants, libraries and on the UW campus (deadline: 12/15/17)
- Logo on tickets and interactive map (deadline 12/15/17)
- Insert in auction packet, given to about 200 bidders (sponsor provides the insert- 1 page max) (deadline: 1/31/17)
- Logo included on CulturalFest program (deadline: 1/31/17)
- Signage in lobby of Meany Hall, where all attendees will view as they enter the performance area (deadline 1/31/2017)
- Listed on the FIUTS website under Current Sponsors and CulturalFest page
- Acknowledgment and logo link on both the E-intercom email, sent to over 26,000 community supporters, and the E-newsletter, sent to 24,000 UW students and recent alumni
- Four tickets to the CulturalFest reception and Performance Showcase
- Pre and post acknowledgement on our Facebook page and other social media that reaches about 6,000 fans

Taiko Drumming at FIUTS CulturalFest

UW Student from Saudi Arabia talks with guests at the FIUTS CulturalFest Expo

FIUTS CulturalFest Corporate Sponsorship Information, 2017
- Slide included on the main performance stage
- Recognition by FIUTS' Executive Director or Board of Trustee President on stage (possible speaking opportunity during event)
- Included in Thank You note to auction purchasers and attendees (TBD)

**$1,000 Supporting Sponsorship Level (deadlines listed where applicable)**

- Logo on invitations or mailing to 1,000 supporters & community members (deadline: 12/15/17)
- Logo on promotional posters distributed across the Seattle area to cafés, restaurants, libraries and on the UW campus (deadline: 12/15/16)
- Logo on tickets (deadline 12/15/2016)
- Logo included on CulturalFest program (deadline: 1/31/17)
- Signage in lobby of Meany Hall, where all attendees will view as they enter the performance area (deadline 1/31/2017)
- Listed on the FIUTS website under [Current Sponsors](#) and [CulturalFest page](#)
- Acknowledgment and logo link on both the E-intercom email, sent to over 26,000 community supporters, and the E-newsletter that reaches more than 24,000 UW students and recent alumni
- Pre and post acknowledgement on our Facebook page and social media promotions that reaches about 6,000+ followers
- Slide included on the main performance stage
- Recognition by FIUTS’ Executive Director or FIUTS’ Board of Trustee President on stage
- Included in Thank You note to auction purchasers

Additional promotion options:
- Option to donate an auction item for additional recognition

What is the FIUTS CulturalFest International Expo?

On Friday, February 10th, 2017, the HUB Ballroom on the University of Washington campus will be transformed into a living map of the world, with more than 35 booths representing countries and cultures around the world. Each booth is the result of months of work by a group of students, who prepare displays and activities reflecting the unique culture of their home country and culture. More than 2,500 people are expected to visit the expo, including 600 children on field trips from schools throughout the region. This event is free and open to anyone.

What is the FIUTS CulturalFest Performance Showcase?

On Saturday, February 25th, 2017, the doors of Meany Hall will open at 6:00pm for the CulturalFest Performance Showcase and a special viewing of select booths. The performance will begin at 7:30pm. Approximately 1,000 ticket holders will join us in the Meany Hall Theater for the performances, which include modern and traditional music, dance, and martial arts. All performers are connected to the University of Washington and represent the cultural diversity of our campus and our region. The event sold out last year!

Why Support CulturalFest?

*FIUTS CulturalFest Corporate Sponsorship Information, 2017*
CulturalFest is both a community event and a student leadership initiative. The event is produced by FIUTS and the FIUTS Student Board, a team of committed student leaders participating in FIUTS leadership programs. The program is the result of thousands of volunteer hours by hundreds of students from around the world. Every element of the event, from coordinating and auditioning performers to welcoming school groups to creating interactive expo activities is planned by students on three planning committees. Each student committee is mentored by a staff and board member of FIUTS, making CulturalFest a truly unique event – both a community celebration and a way for students to build practical experience in planning, leadership, and working on multicultural teams. When it all comes together in an incredible two-day event, our students celebrate and share a sense of accomplishment that can only come from being a part of something that creates such a huge impact.

Why Partner with FIUTS?
Sponsorship provides your company with maximum brand awareness and access to FIUTS’ broad base of diverse constituents—more than 6,000 international students, hundreds of American students, and a wide community of host families, donors, and program partners. Plus, sponsorship funds help to ensure that funds from the event go directly to support FIUTS programs that inspire curiosity, understanding, leadership, and peace.

For information contact:
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www.fiuts.org/events/culturalfest