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. 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 Performance Showcase 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.

Benefits: $1,000 Sponsorship Level Package (deadlines listed where applicable)
- Logo on reception invitations, mailed to 1,000 supporters & community members (deadline: 11/24/2014)
- Logo on promotional posters distributed across the Seattle area to cafés, restaurants, libraries and on the UW campus (deadline: 12/9/2014)
- Logo on tickets (deadline 12/18/2014)
- Insert in auction packet, given to about 200 bidders (sponsor provides the insert- 1 page max) (deadline: 2/1/2015)
- Logo included on CulturalFest program (deadline: 2/1/15)
- Signage in lobby of Meany Hall, where all attendees will view as they enter the performance area (deadline 2/1/2015)
- 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 23,000 UW students and recent alumni
- Pre and post acknowledgement on our Facebook page that reaches about 6,000 fans
- FIUTS’ staff will thank sponsors at auction reception
- 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 tote bags or paper shopping bags with sponsor’s logo for auction winners
- Option to donate an auction item for additional recognition
What is CulturalFest Performance Showcase?

On Saturday, February 28th, 2015 special guests and supporters will gather at Meany Hall for a reception, private viewing of select cultural booths, and a silent auction of unique international items and experiences donated by local organizations and students and alumni. This pre-event reception raises money to support FIUTS programming.

After the reception, the doors open for the CulturalFest Performance Showcase, which begins at 7:00pm. 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?

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. Your sponsorship is promoted to the Seattle community through:

For information contact:
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