



Eugene's 3rd Annual

Black Cultural Festival

Creating a space of belonging for Lane County's Black community



Sponsorship Options

...make your allyship Tangible and Visible

Thank you for considering making a tax deductible donation to the Eugene Black Cultural Festival, which will be held **August 19, 2023 at Alton Baker Park**. There are several ways you can show your support.



Sponsorship Tier	Donation Amount	Afternoon & Evening Verbal Thank You During Event At the Main Stage	Flyers & Tickets	Website	All Digital/Printed Materials	On Site Banner	Event Pamphlets and map	10X10 On Site Booth	20X20 On Site Pavilion
Angel Sponsor	Purchase booth space for a small black business or artist @\$500			X					
Tier 1	\$1000-2499		X	X			X		
Tier 2	\$2500-4000		X	X	X	X	X	X	
Tier 3	\$4500+	X	X	X	X	X	X		X
PREMIER SPONSOR	\$10000+	AREA OF THE FESTIVAL WILL BE NAMED AFTER THE PREMIER SPONSOR	X	X	X	X	X		30X40 Pavilion
Tier 4	Donate products or services	* Sponsorship acknowledgement is in line with above tiers							

Pick a Booth or Pavilion

Which space reflects **YOUR BRAND's MESSAGE?**



We have several areas that your business, organization, or institution can make an impact, gain visibility, and engage the community. When you are considering your booth or pavilion space, consider your brand and/or services and what space will best fit your ethos.

The areas available for booth & pavilion space are listed below (please note, pavilion space is very limited):

- 1) Main Stage Area
- 2) Wiley Griffin Walkway
- 3) Youth Zone
- 4) Nubian Arts and Culture Village
- 5) Third Lawn (will be named after Premier Sponsor)
- 6) Soul Food Court

Unsure which area will make the most impact for your organization?
Contact Irene Rasheed for assistance at:
(424) 414-3778 or RasheedIrene@gmail.com



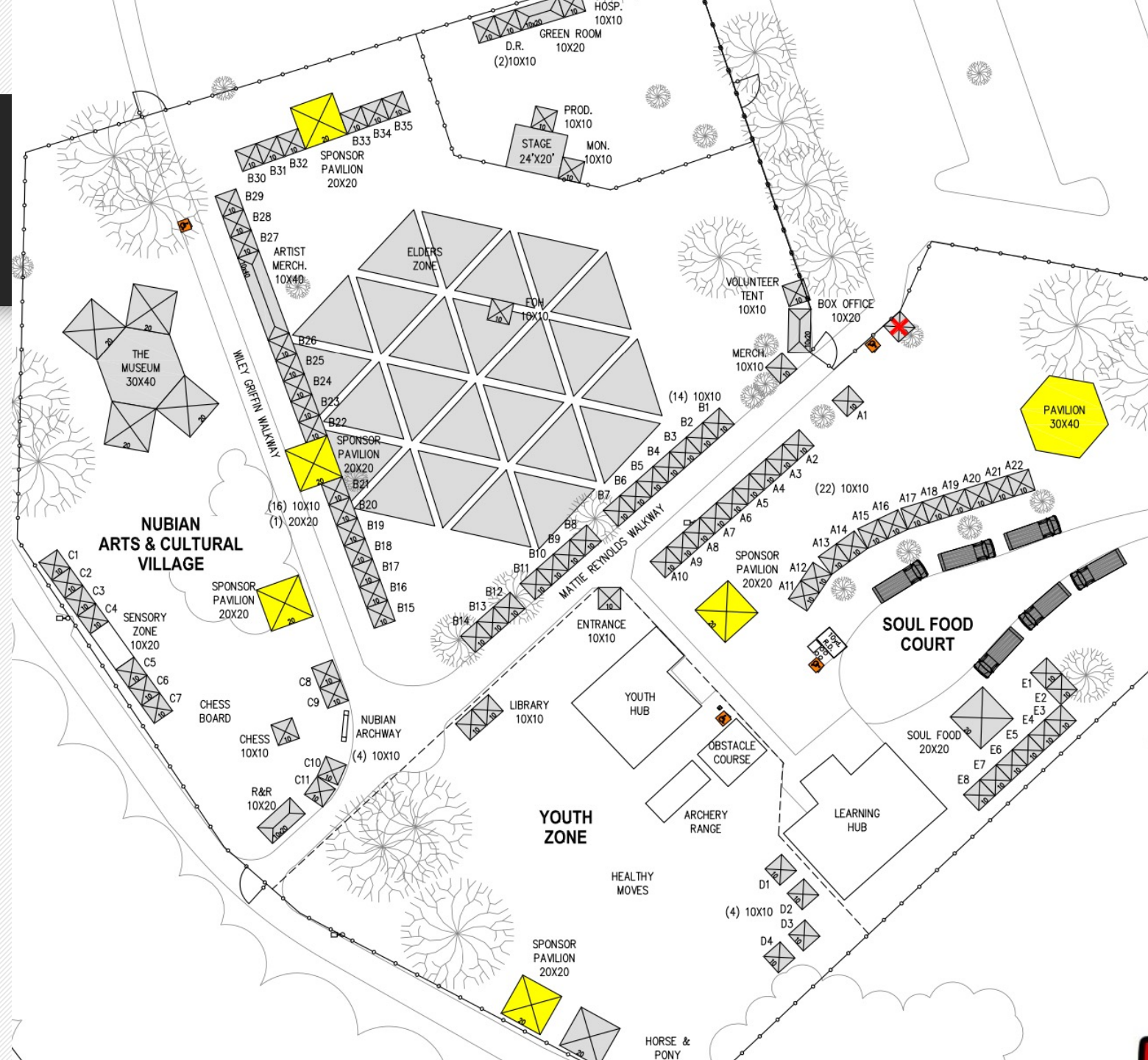
Willamette Riverkeeper @ BCF 2022
Photo Credit: Travel Lane County

Site Map

Premier Sponsor: The Sponsor who chooses the 30x40 Third Lawn Pavilion will have that part of the Festival named after them. For example, in 2022 the area was dubbed NAACP Row. On all maps, festival booklets, online etc., the area will carry the Sponsor's name. **There is only one Premier Sponsor space available.**

Tier 3 Sponsors: All 20x20 pavilions in yellow are reserved for Tier 3 Sponsors. These spaces provide prominent visibility and engagement opportunity. **There are only five 20x20 Sponsor Pavilions available.**

Tier 2 Sponsors: Tier 2 sponsors can choose a 10x10 booth space in any area of the festival. However there are limited spaces in each area reserved for sponsors as we want to feature as many Black owned businesses and artisans as possible.





Important Disclosures

Show genuine support with **Proper Representation**

There are a few important things we would like our Sponsors to remember about their participation in this event:


 When you consider staffing your booths or pavilions, **please ensure there is at least one staff person or representative Afro-descent**; demonstrate that your support of the community is woven into the fabric of your company, organization or institution

 **We welcome integrated sponsorships.** Be they, health pavilions, mental and emotional wellness stations, or spaces for the arts. If you have ideas for an integration please contact us

 **We encourage you to be an Angel Sponsor** in addition to your general sponsorship. Angel Sponsors help us secure spaces for small black businesses and artists who otherwise may not be able to afford a vendor booth at the festival. You will be notified of who benefitted from your sponsorship

 While Sponsors may pick what area their booths are located in, we will assign the specific booth location within your selected area

 Staff of all sponsors in the Youth Zone will need to complete a background check

 Your sponsorship is tax deductible. Please make checks payable to: ***Nurturely, PO Box 50643, Eugene, OR 97405***

For additional information or questions, please contact Irene Rasheed for assistance at (424) 414-3778 or RasheedIrene@gmail.com



Thank you to our 2022 Sponsors

What do you want **YOUR** brand's **LEGACY** to be?



MARKET OF CHOICE®



EUGENE
CASCADES
AND COAST



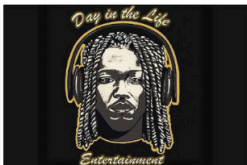
Stretch
Shapes
SOLUTIONS FROM FABRICS THAT STRETCH



JORDAN SCHNITZER
MUSEUM OF ART



Minority Voices Theatre
a project of Very Little Theatre



Looking Glass
Community Services



beloved



Larry's Bagels
Gluten-Free



For more information please contact Irene Rasheed at (424)239-9795 or RasheedIrene@gmail.com

Our Mission...

To cultivate a healthy and connected Black community in Eugene and beyond, by creating welcoming spaces that attract Black people while also centering and celebrating our culture.

