2ND ANNUAL CAPE VERDEAN FESTIVAL

May 28th, 2022

Global City Norwich, The Cape Verdeans of Norwich CT and organization Cape Verdean Beautiful People are seeking sponsorship for the 2nd Annual Norwich Cape Verdean Festival to be held on May 28th, 2022. We would love for you to be a part of celebrating Cape Verdean culture, pride and historical roots with us, here in downtown Norwich, Connecticut. In 2019, we held the event for the first time in Norwich's history. Over 5,000 people attended from near and far to be a part of this long-awaited celebration. Due to COVID-19 limitations, the festival was not held in 2020 or 2021.

For over 200 years, Cape Verdeans have made Norwich their home, raising families, starting businesses and being a part of the community and landscape for more than two centuries. The 1st Cape Verdean Festival to celebrate the arrival, settlement and continued growth and unification of the Cape Verdean people was held last year over Memorial Day weekend on May 26th, 2019. Exceeding expectations and forever changing history here in Norwich, the very first festival showcased Denis Graca and his band, Shantel C., Candida Rose and many other Cape Verdean performers. Cape Verdeans from all over agreed that the event is much needed to come together and share music, dancing, food, language and art.

In addition to festival support, fundraising efforts will be used towards an ongoing mission to provide medical and school supplies, hygiene products and other everyday necessities to children in Cape Verde.
In 2019, Global City Norwich partnered with IFWC (International Family Worship Center) and the Youth Mission Group as well as the Cape Verdeans United. Collaboration through festival and fundraising efforts, Youth Mission Group members traveled to the island of Brava in July 2019 to bring supplies and provide assistance to the children of the island. The Cape Verdeans United also participated in the festival, fundraising and selling food. Funds raised made the building of an 8th playground (out of their goal of 9) on the island of Brava possible.

Sharing awareness and the need to give back to communities on the local level as well as to fellow Cape Verdeans back home is equally as important. We are asking for your support to help us reach our goals and also to please share this special day with us. Please save the date: May 28th, 2022 - 2nd Annual Norwich Cape Verdean Festival and let us know how you will be able to support. Donations are made through NCDC (Norwich Community Development Corporation) the managing 501(c)(3) and are tax deductible. Attached are the sponsorship levels as well as highlights from last year and 2018 (when the program first started).

Sincerely,

Suki Lagrito
Global City Norwich Liaison
suki@globalcitynorwich.com

Our goal is to raise $10,000 to support the 2nd Annual Cape Verdean Celebration. We greatly appreciate your consideration of the following sponsorship levels:

Doação de Jenerazidade $1000

- Listed as Title Sponsor in all communication (print, online and social media)
- Company name and logo on banner, posters and on LED screen on performance stage
- 5 minutes of remarks
- Vendor booth in prime location on the day of the event (table and chairs provided)

Doação de Morabeza $500

- Recognition as Gold Sponsor in all communication (print, online and social media)
- Company name and logo on banner, posters and in prime location at the event
- Vendor booth in prime location on days of the event (table and chairs provided)

Doação de Amigos $250

- Recognition as Silver Sponsor in all communication (print, online and social media)
- Company name and logo on posters
- Vendor space on the day of the event (must provide tables and chairs)

Program Ads

- $200 Full Page Ad
- $100 Half Page Ad
- $75 Quarter Page Ad

In Memory of OR Congratulations (Memoria and Parabens)

- $25 List a name of a loved one or a friend on a dedicated page

Checks can be made payable to 'NCDC'. Please indicate 'Norwich Cape Verdean Festival' on the memo line. Please mail donations to Global City Norwich at 66 Franklin Street, Norwich CT 06360.

2022 Norwich Cape Verdean Festival
Sponsorship Form

NAME:_____

BUSINESS NAME:_____

PHONE NUMBER:_____

EMAIL:_____

ADDRESS:_____

SPONSORSHIP LEVEL (CIRCLE YOUR CHOICE): **JENERAZIDADE** **MORABEZA** **AMIGOS**

PROGRAM ADS (CIRCLE YOUR CHOICE): **FULL PAGE** **HALF PAGE** **QUARTER PAGE**

CIRCLE YOUR CHOICE: **MEMORIA** OR **PARABENS**

NAME WRITTEN OUT EXACTLY HOW IT SHOULD APPEAR_____