

ISLAMIC ARTS FESTIVAL SPONSORSHIP PROPOSAL

Festival dates: November 9th & 10th, 2024
Festival Venue: University of Houston

A presentation of the Islamic Arts Society.
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Sponsorship Proposal of the Islamic Arts Festival

Executive Summary

Organization

Islamic Arts Society is a 501 (c) 3 nonprofit corporation.

Mission

Islamic Arts Society aims to share Islam's rich heritage of arts. The society organizes events to celebrate our culture and promote a positive image of our community among Muslims and non-Muslims. Art is a common language that binds diverse communities. By promoting Islamic arts, we hope to promote mutual understanding and bring the broader Houston community together.

About the Festival:

The Islamic Arts Festival has been held in Houston in the fall every year since its inception in 2014. The event showcases the art of over 50 artists who specialize in Islamic Arts. This year, we are expecting 6000 visitors over two days. We will also have an online component with a reach all over the USA. The Arts Festival brings people from diverse cultures, faiths, and backgrounds together for a day of learning, fun, and festivity.

Overview

- Houston is the 4th largest and most diverse City in America.
- An estimated 250,000 Muslims live in the greater Houston Metropolitan area.
- The Muslim community is overall well-educated and financially well-off. Art festivals, in general, have an attendance with a higher disposable income. Therefore, the Islamic Arts Festival is a great place to market your product.
- The Festival covers over 10,000 ft.² of art space, over 5000 art pieces, and over 50 artists
- Local and famous national artists creating Islamic Art in various media, including ceramic, wood, oil, watercolor, Calligraphy, Ebru, & Henna.
- Interactive art demonstrations, including live painting, calligraphy, Henna, and Ebru, that encourage one-on-one participation and interaction with artists.
- Children's art activities keep children occupied while parents can freely enjoy the festival.
- 6000 people attended the 2023 Festival. Due to the central location of the University of Houston, we are expecting a bigger crowd this year
- 75% of our visitors have been to college and above. 62% of our visitors are between the ages of 30-60. Both these groups have higher income and higher buying capacity

Event Program:

Dates: Saturday, November 9th, and Sunday, November 10th. Most of the art is displayed inside the big hall, while food and other arrangements are outside.

Hours: 10.30 a.m. till 5.00 p.m.

Scheduled Events	All Day Events
Arabic Calligraphy 11 a.m. & 2 p.m.	Henna Designs
Ebru Art 12 pm, 2.30 p.m. & 4 p.m.	Arabesque Coloring
Live Painting 12 pm & 3 pm	Children's Art Corner
The Art of Storytelling 12:30 pm	Photo Booth with ethnic costumes
Wood Carving 1:15 pm	Silent Auction
Refugee Art 11am-3 pm	Food Court

Why Sponsor the Islamic Arts Festival?

The Islamic Arts Festival offers a wide range of opportunities to meet your company's marketing goals with a sponsorship program that will enable you to:

- Get your message across to a variety of audiences.
- Position your organization as a supporter of arts and culture.
- Help promote your company's positive and socially responsible image in the local community.
- Provide your employees with volunteer opportunities, demonstrating your commitment to the importance of community involvement in arts.

Top--rated in the Country

The Islamic Arts Festival is North America's first and largest festival of Islamic Arts. Since its inception in 2014, we have consistently produced quality art programs yearly. For a list of past events, please visit our website. www.IslamicArtsSociety.org.

Cultural Education at its Best!

Art helps build bridges between communities by providing a vista into the culture, beliefs, and practices of our artist community. The Islamic Arts Festival provides an excellent opportunity for cultures to come together and learn from each other during the two days of fun and festivity. These are just a few comments from our visitors:

"Great place to come and learn about culture, religion, and traditions."

"Very much enjoyed the unique artwork. We appreciate the opportunity to learn about your culture."

"Beautiful artwork! Thank you for opening up your space".

"We felt welcomed and learned so much; the organization was amazing."

Become an Investor in Our Community's Future

The Islamic Arts Society relies on individual and corporate contributions to continue delivering the quality and diversity of art, art education, and entertainment to the public. Art is a common language and helps build bridges between communities. By promoting Islamic Arts, we hope to promote the positive image of the Muslim community in the United States.

During the festival, grownups and children alike feel pride in experiencing and discovering the beauty of Islamic arts in a festive and joyous environment. Our visitors and volunteers come together and share their cultures in a positive light.

- Promotes the Muslim Community in a positive light.
- Fights Islamophobia by bringing people together and opening a dialogue.
- Over 150 high school students are trained to welcome and engage visitors each year.
- Uplifts the morale of our youth who are impressed to learn about their rich heritage.

Sponsorship Highlights

In preparation for the festival weekend, The Islamic Arts Society provides the opportunity to put your image and your product directly into the hands of thousands of potential customers.

Depending on your level of sponsorship, your company may benefit from the following event-related promotions:

- A booth in a high pedestrian-traffic location within the festival footprint allows you one one-on-one time with festival attendees throughout the two-day event
- High visibility signage the weekend of the festival
- Use of the logo in promotional materials
- Distribution of Flyers/Brochures
- Event parking Sponsorship
- Event Security Sponsorship
- Increased internet and Social media exposure

Going the Extra Mile! Our Commitment to You:

If you or your marketing team cannot attend the Festival personally, we will have a trained intern distribute your flyers or market your product for you during the festival at no extra cost.

SPONSORSHIP LEVELS



\$ 15,000

VENUE SPONSOR

- Invitation to the VIP reception.
- Tickets to the entertainment program
- 30-second video promo
- Name in press releases.
- Event signage
- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

\$ 10,000

PRESENTING SPONSOR

- Invitation to the VIP reception.
- Tickets to the entertainment program
- Name in press releases.
- Name from the podium.
- Event signage
- Digital Splash Screen display
- Prime booth location
- Logo placement on printed material
- Social media and website mention
- Logo on the digital newsletter

\$ 7500

VISTING ARTISTS

- Invitation to the VIP reception.
- Dinner with Visiting Artists
- Name mentioned from the podium.
- Event signage
- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

\$ 7500

ENTERTAINMENT PROGRAM

- Invitation to the VIP reception.
- Tickets to the entertainment program and VIP Seating.
- Name mentioned from the podium.
- Event signage
- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo on the digital newsletter

SPONSORSHIP LEVELS



\$ 5,000

STAGE SPONSOR

- Invitation to the VIP reception.
- Stage Signage
- Event signage
- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

\$ 4,000

FILM FESTIVAL

- Naming rights to the Film Festival
- Invitation to the VIP reception.
- Stage Signage
- Event signage
- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

\$ 3,500

COMEDY SHOW

- Name mentioned from the podium.
- Stage Signage
- Event signage
- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

\$ 3,000

SPOKEN ART PROGRAM

- Name mentioned from the podium.
- Stage Signage
- Event signage
- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

SPONSORSHIP LEVELS



\$ 2,500

VOLUNTEER HOSPITALITY

- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

\$ 2,000

ART WORKSHOP

- Naming rights to the workshops.
- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

\$ 1,500

CHILDREN'S ART

- Digital Splash Screen display
- Logo placement on printed material
- Social media and website mention
- Logo placement on the digital newsletter

\$ 1,000

PARKING SPONSOR

- 1.Digital Splash Screen display
2. Logo placement on printed material
3. Social media and website mention
4. Logo placement on the digital newsletter

For more information, email us at: info@islamicartsfestival.org

Thank you for your consideration,

Sponsorship Committee of the Islamic Arts Festival ®

Islamic Arts Society ®

