



FILIPINO FESTIVAL
at Our Lady of Lourdes

7th Annual Filipino Festival Fact Sheet August 10-11, 2012

Target Audience:

- Significant community outreach & promotional opportunity for corporations and local businesses
- 10,000 Filipino Festival attendance for 2011 two-day event
- Projecting 50% increase in attendance for 2012 with significant new investment in advertising
- Over 20,000 families in the surrounding church community
- An estimated 50,000 Asians live in Central Virginia

Festival & Sponsorship Advertising:

- Radio, Television, Print, and outdoor advertising
- Multi-denominational church communications in the Lakeside area and the Diocese of Richmond
- Festival websites, postings on community calendars and company websites, social media, and electronic distribution of marketing materials
- Posters and fliers in local businesses, schools, and area venues
- Specific advertisement opportunities based on Sponsorship Levels (attached)
- Souvenir Festival Program for all attendees



Cultural and Community Outreach:

- Primary goals for 2012 are
 - to provide initial funding for the *Lakeside Free Clinic*; and
 - tuition scholarships for *Our Lady of Lourdes School*, a Blue Ribbon Award recipient
- Other recipients of Festival proceeds include typhoon and earthquake relief through Catholic Relief Services, LAMB's Basket, OLL Food Pantry, Laura's Closet, and other church and school ministries
- Entertainment is family friendly and brings a large population of young people
- Over 600 volunteers of all ages, including 200 youth volunteers, in various aspects of the Festival
- Volunteer opportunities for creating good community and corporate citizenship
- Cultural education through the experience of Filipino entertainment, food and fun
- Consular services from the Philippine Embassy attracted over a hundred families from Texas, Florida, Georgia, and other neighboring states.

Sponsorship Levels: See attached.

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| • Premium \$5000* | • Gold \$1,000* | • Bronze \$250 |
| • Platinum \$2500* | • Silver \$500 | • Benefactor \$100 |

The Filipino Festival is a blend of Filipino culture, foods, sights and sounds that is unique to the Richmond area. The food served is a mixture of traditional Filipino recipes. Live music from popular bands and cultural dance is the cornerstone of the entertainment. There will be numerous vendors selling a diverse set of merchandise, making the Filipino Festival a must for bargain shoppers.

*These sponsorship levels also get free vendor space.