



Multicultural Resource Center of Massachusetts, Inc.

425 Union Street, Level B, West Springfield, MA 01089

Tel: (413) 726-1352 / www.mrcmasshelp.org / Email: mrcmasshelp@gmail.com

Date:

Subject: Letter of Inquiry for Sponsorship or Vendors.

MULTICULTURAL FESTIVAL KALINKA

To Whom It May Concern,

The goal of the Festival is to enrich the quality of life for residents of Western Massachusetts by cultivating an appreciation of the art and culture that was brought to the United States by generations of Russian speaking refugees and immigrants. The festival raises awareness about Russian speaking immigrant community, its roots and multicultural background of over a dozen different countries including Russia, Ukraine, Uzbekistan, Kazakhstan, and others. Festival KALINKA increases intercultural competence, helps to retain, and promote cultural diversity and encourage participation in community cultural life.

The festival also serves as a unique tool for MRC's outreach and educational efforts. It offers an opportunity for various human services organizations to directly reach out to the Russian speaking community through vendor participation, stage announcements, and various educational events during the festival. Organizations that took advantage of this unique opportunity were able to educate this hard-to-reach population about such subjects as breast cancer prevention (Mercy Medical Center, Baystate Medical Center), prevention of Medicare fraud and abuse (SHINE Program, SMP Program), access to health services (MassHealth's Boston Medical Center Health Net Plan), child care for needy families (Square One), access to education (Westfield State University, Bay Path University), trade training (Electric Union), domestic violence (Women's Shelter Companieras) and others. MRC utilizes the Festival to educate the Russian speaking community about its services such as naturalization assistance, ESL and Civic classes, social adjustment services, translation and interpretation services, job preparedness and financial literacy.

KALINKA's opening ceremony traditionally became a platform where public elected officials can reach out to the Russian speaking community, meet and talk with the community leaders, and therefore, create cross-communication for community problem solving.

Additionally, the Festival KALINKA has an economic impact on the local community. Local businesses find the festival to be a very helpful forum in reaching out to the Russian community. Businesses that provide goods and services to the Festival also benefit through selling their services to the MRC.

The Festival KALINKA creates both tangible (number of attendees, sponsors, vendors, educational events and subjects discussed, est.) and intangible values (enriching the quality of life, appreciation of different cultures, broadening cultural horizons, increasing community engagement, est.). In addition, The Festival KALINKA creates an opportunity for different generations to share together an enriching and joyful experience of arts, culture, music, fun and food.



Multicultural Resource Center of Massachusetts, Inc.

425 Union Street, Level B, West Springfield, MA 01089

Tel: (413) 726-1352 / www.mrcmasshelp.org / Email: mrcmasshelp@gmail.com

To increase the cost effectiveness and improve our marketing and outreach strategies, MRC works in coordination and collaboration with our long-term partners: Jewish Family Services, Ascentria Care Alliance, Ahiska Turkish Community Center, and Refugee and Immigrant Consortium of Western Massachusetts.

We seek sponsorship support to cover rental fees for children activities, a stage, stage equipment, and the fee of the sound engineer to provide the best artistic experience to our featured artists, speakers and the audience.

We hope you will find the Festival KALINKA concept in keeping with your community involvement and marketing goals and that you will feel as excited as we do about the profound role the Festival plays in the life of Russian speaking community of Greater Springfield area.

We will be looking forward to the opportunity to discuss the suitability of MRC preparing a full proposal for your consideration.

Thank you for considering the Festival KALINKA!



Multicultural Resource Center of Massachusetts, Inc.

425 Union Street, Level B, West Springfield, MA 01089

Tel: (413) 726-1352 / www.mrcmasshelp.org / Email: mrcmasshelp@gmail.com

Sponsorship Tiers:

Platinum Sponsor (exclusive)

- Banner placement above the stage with featured sponsor logo as Platinum Sponsor.
- Sponsor appreciation with on stage announcements throughout the event.
- One 9'x10' booth with opportunity to distribute company promotional material items.
- Sponsor name and/or logo featured in the following far-reaching medium: Radio, TV, local newspapers, magazines (including Russian publications) and promotional flier advertisements.
- Sponsor logo featured on "Kalinka" Festival official website page with a link to the sponsor's website.

Sponsor Investment: \$5,000 or greater

Gold Sponsor (exclusive)

- On-site banner placement with featured sponsor logo as Gold Sponsor.
- One 9'x10' booth with opportunity to distribute company promotional material and items.
- Sponsor name and/or logo featured in the following far-reaching medium: Radio, TV, local newspapers, magazines (including Russian publications) and promotional flier advertisements.
- Sponsor logo featured on "Kalinka" Festival official website page.

Sponsor Investment: \$2,500 or greater

Silver Sponsor (non-exclusive)

- Sponsor name and/or logo featured in the following far-reaching medium: Radio, TV, local newspapers, magazines (including Russian publications) and promotional flier advertisements.

Sponsor Investment: \$1000 or greater

Vendor Booth Exhibition Participant (non-exclusive, limited to 20 booths)

- One 9'x10' booth with opportunity to distribute company promotional material items.
- Banner placement with company's featured logo.

Cost: \$350



Multicultural Resource Center of Massachusetts, Inc.

425 Union Street, Level B, West Springfield, MA 01089

Tel: (413) 726-1352 / www.mrcmasshelp.org / Email: mrcmasshelp@gmail.com

Sponsorship Conditions and Guidelines

- Sponsorship fees include cost of production, installation, removal, and/or distribution unless indicated by MRC.
- All arrangements shall be handled by MRC and there shall be no expressed or implied warranties relating to the affected event or sponsor item by MRC.
- MRC reserves the right to approve, revoke, and refuse sponsorship commitments at any time prior to the event.
- When applicable, a sample of any printed materials is required for approval prior to display.
- MRC reserves the right to refuse any display materials that it deems inappropriate.

Vendor Terms & Conditions

- MRC reserves the right to refuse any materials for display that it deems inappropriate.
- Fee includes cost of booth, banner set up and break down and there shall be no expressed or implied warranties relating to the affected company's materials by MRC.
- Vendor booth locations will be chosen by MRC.
- Set up time for vendors are between 9:30 and 10:30am and break down between 4:00 and 5:00 pm.
- All vendors are responsible for keeping their designated area clean during and after the festival by properly disposing of all trash.
- The festival will be covered with liability insurance, but it is advisable that vendors acquire extra insurance if there is a high risk that their products may cause unintentional harm.
- Vendor parking is restricted to specific area and a parking space will be assigned to each vendor.

Thank you for your cooperation.