



Sponsorship Invitation

The National Academic Youth Corps

Celebrates the 13th Annual Sacramento Banana Festival August 17th & 18th, 2024

Who we are:

For the last ten years, the National Academic Youth Corps, a non-profit youth services agency, has hosted the Sacramento Banana Festival. Our non-profit provides art education, wellness/nutritional education, work readiness, and entrepreneurial preparation to children, teens, and young adults from distressed communities. As you might imagine, resources can be scarce. As a result, our agency must be creative in how it generates revenues. The Sacramento Banana Festival is our major annual fundraiser, and it makes it possible for us to continue serving our clients.

The Banana Festival is a great family-friendly cultural event. We celebrate the beautiful countries in the world where bananas grow, their eclectic cultures, ethnically diverse people, and rhythmic music. All these facets put the “festive” in festival.

Attendance has increased steadily since our inaugural year. On average, we welcome 8,000 to 10,000 guests per year. As a sponsor, your product, service, and brand will receive maximum exposure. Here are some of the reasons why our guests keep returning year after year.

What We Do:

Our Food Vendors: We have delicious and exotic foods from the Caribbean, Central America, Puerto Rico, Mexico, Africa, the Pacific Rim and from virtually all countries in the world where bananas grow. Of course, we have all-American festival favorites too.

Our Entertainment: Our guests will enjoy the rhythmic Latin, Calypso, Caribbean, and popular music that accompany high-energy ethnic dancers. Other music includes Rock, Jazz, Country and R&B. Our guests all have a great time learning fabulous Latin dances from instructors who teach them Samba, line dance, and even the Flamenco. There's even a fun drumming class!

There are a variety of interesting artistic and cultural exhibits including a large interactive community mural activation that everyone can take part in. There is a large kid's zone that includes inflatable obstacle courses, rock climbing, a game truck, and so much more. There really is something for everyone at our inclusive festival. In fact, our festival has enjoyed so much popularity that our team provides technical support to other cities, such as Ventura, CA that wish to replicate our successes.

Check out our 2023 accomplishments:

- Our programs served more than 12,000 students from across Sacramento;
- 20,000 audience members attended our annual festivals and toured the Museum;
- More than 50 youth received workforce development training in our Youth Development program.
- 4 new youth docents joined our team to explore a career in the arts and the creative economy!

We are thrilled to continue this body of work for 2024, and your support by making tax-free contributions that positively impact the lives of our community and help us fulfill our mission will go a long way!

Kind Regards,
Shonna McDaniels, Contributions Liaison



See Member Benefits next page.

Giving Levels

Banana Platinum Sponsor: \$25,000+ Donation

- Host of the main festival entertainment stage which will include “sponsored by signage on the stage. Although there will be a smaller banner of all sponsor logos at the bottom of the stage, your brand will encompass 90% of the stage aesthetic.
- Listed as Festival Title Sponsor, i.e., “(company name) Welcomes You to the 2024 Sacramento Banana Festival” at gate entrance.
- Name and logo will be listed on all over-street banners.
- (2) 10’ x 10’ Booth space for 2 days (tables and chairs provided, if need).
- Banners on Village Green fencing facing Freeport Blvd Saturday and Sunday.
- Full Page ad in event program — 4,000 distributed at event.
- Six (10) wristband passes to all inflatable rides.
- Six (10) passes to Saturday’s Banana Pancake Breakfast and to the Saturday VIP Lunch.
- Logo or name listed in multiple advertisements.
- Mentioned in press releases, promotional materials, and web page link on Banana Festival website.
- Social media and local TV exposure (past media coverage has included Good Day Sacramento, Fox 40, ABC 10 and KCRA3 news channels).

Banana Gold Sponsor: \$10,000+ Donation

- Host of a Banana Festival activation which will include “sponsored by” signage materials.
- Listed as Festival Title Sponsor, i.e., “(company name) Welcomes You to the 2022 Sacramento Banana Festival” at gate entrance.
- Name and logo will be listed on all over-street banners.
- (2) 10’ x 10’ Booth space for 2 days (tables and chairs provided, if needed).
- Name/logo on banners on the main stage.
- Banners on Village Green fencing facing Freeport Blvd Saturday and Sunday.
- Full Page ad in event program — 4,000 distributed at event.
- Six (6) wristband passes to all inflatable rides.
- Six (6) passes to Saturday’s Banana Pancake Breakfast and to the Saturday VIP Lunch.
- Logo or name listed in multiple advertisements.
- Mentioned in press releases, promotional materials, and web page link on Banana Festival website.
- Social media and local TV exposure (past media coverage has included Good Day Sacramento, Fox 40, ABC 10 and KCRA3 news channels).

Banana Silver Sponsor: \$5,000+ Donation

- (2) 10’ x 10’ Booth space for 2 days (tables and chairs provided, if needed).
- Name/logo on banners on choice of children’s stage or teen stage.
- Banners on Village Green fencing facing Freeport Blvd Saturday and Sunday.
- Quarter-Page ad in Program book – 4,000 distributed at event.
- Four (4) wristband passes to all inflatable rides.
- Four (4) passes to Saturday’s Banana Pancake Breakfast and to Saturday’s VIP Lunch.
- Logo or name listed in multiple advertisements.
- Mentioned in press releases, promotional materials, and web page link on Banana Festival.

Patron of the Banana Festival: \$2,500+ Donation

- 10' x 10' Booth space for 2 days (tables and chairs provided, if needed).
- Name/logo on banners on local non-profit Banana Bread Path. *The Banana Bread path will provide signage opportunities for one exclusive sponsor. Through this sponsorship, the business name and logo will be exposed to thousands of festival goers. Local nonprofit organizations will serve samples of their special Banana Bread recipes to visitors who get to stroll down a tropical path full of delicious Banana Bread and taste all the samples. After tasting all the delicious samples, festival-goers can vote for the Banana Bread they like the best by putting \$\$ in the organization's donation jar. Each organization gets to keep all the money in its donation jar, and festival-goers get to taste lots of Banana Bread.*
- Banners on Village Green Fencing facing Freeport Blvd Saturday and Sunday.
- Two (2) wristband passes to all inflatable rides.
- Two (2) passes to Saturday's Banana Pancake Breakfast and to Saturday's VIP Lunch.
- Mentioned in press releases, promotional materials, and web page link on Banana Festival website.

Top Banana Spirit Award: \$1,000+ Donation

- 10' x 10' Booth space for 2 days (tables and chairs provided, if needed).
- Three Community members are recognized during the Banana Festival for their labor of love to their community or charity. This sponsor will announce and issue the awards on behalf of their company.
- Two (2) passes to Saturday's Banana Pancake Breakfast and to Saturday's VIP Lunch.
- Mentioned in press releases and promotional material.
- Web page mention and/or link on Banana Festival website.

Program Sponsors

We are also looking for Program Sponsors (5,000 distributed):

- \$1,000 Full page advertisement in festival program.
- \$500.00 ½ page advertisement in festival program.
- \$250.00 ¼ page advertisement in festival program.
- \$75.00 Business card advertisement in festival program.

In-Kind Sponsors

Lastly, we are seeking in-kind donations, which may reflect the sponsorship level benefits if values are appropriate. Please call (916) 320-9573 if you have services or resources to donate.

Thank you for your consideration of this sponsorship opportunity. We hope to have you as a partner in reaching the community we serve.



Sponsorship Registration Form

Sponsorship Level Requested: (please check one below):

Platinum/\$25,000+

Gold/\$10,000+

Silver/\$5,000+

Patron/\$2,500

Spirit/\$1,000

In-kind

Contact Name:

Business Name:

Street Address:

City/State/Zip:

Phone Number:

Email:

Authorized by:

Signature:

Payment Information:

Card number:

3 digit code:

Expiration Date:

Name on Card

Billing Address for Card

City/ State / Zip

Check Enclosed

Mail to: National Academic Youth Corp
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