

# SPONSORSHIP OPPORTUNITIES



**West Palm Beach**

what was. what is. what could be.

January 26-27, 2019

The URBAN STORIES FESTIVAL is a two-day storytelling event celebrating West Palm Beach, Florida—what was, what is, what could be.

## OUR GOALS

*To engage the West Palm Beach Community*

*To share experiences, celebrate diversity, and find common ground*

*To support literacy*

[www.urbanstoriesfestival.com](http://www.urbanstoriesfestival.com)

# URBAN STORIES FESTIVAL

West Palm Beach  
what was, what is, what  
could be

Saturday, January 26  
10:00 am – 6:00 pm  
at Palm Beach Atlantic  
University

Sunday, January 27  
January 27, 2019  
2:00 – 5:00 pm  
at Mandel Public Library

## Focus on our youth

and families as they present and enjoy:

- storytelling & poetry
- bike tour highlighting WPB history
- story circles & children's story times
- urban planning workshop
- dance, music, photography & art
- Interfaith potluck

## Storytelling to build community

As we hear from elders, peers and youth, we'll share experiences, celebrate diversity, and find common ground.

We'll support literacy by sharing and recording our stories and experiencing and finding meaning in the stories of others.

We'll explore the themes of:

- social equity*
- environmental justice*
- economic prosperity*
- safe communities*
- civic engagement*

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## OUTCOMES

Stories will be presented via:

Open mic

Poetry slam

Plans for a better city

Performing & visual arts

Stories will be preserved via:

StoryCorps.me

[urbanstoriesfestival.com](http://urbanstoriesfestival.com)

January 26-27, 2019



Please join us!

# SPONSORSHIP OPPORTUNITIES

## URBAN STORIES FESTIVAL

100 middle and high school  
students and families

*Building community  
through storytelling*



### CROSS PROMOTING AND MARKETING

#### SOCIAL MEDIA

- Create posts advertising the festival on Facebook, Twitter and Instagram.
- Paid Facebook advertising campaign targeting specific audience demographics.
- Schedule several e-blasts to a database of over 7,000.

#### COLLATERAL AND SIGNAGE

- Print post cards to distribute to stakeholders and hotels.

#### ADVERTISING/MEDIA

Calendar listing of event in various publications such as:

- Palm Beach Post
- Explore Palm Beach
- Florida Weekly
- Cultural Council of Palm Beach County
- Live the Palm Beaches
- The Scout
- Discover the Palm Beaches
- Press Release and Media Advisory sent to local and regional media.
- Alpha Media
- Legends Radio
- Palms West Monthly

*Presented by:*

**WEST PALM BEACH ARTS AND  
ENTERTAINMENT DISTRICT**

**FLORIDA ATLANTIC UNIVERSITY**

**PALM BEACH ATLANTIC  
UNIVERSITY**

The West Palm Beach A&E District is a centralized collection of inspiring arts and entertainment venues, art and history museums, galleries, libraries, performing arts companies, and art education institutions. Situated in the heart of South Florida's most progressive city, the District includes more than 20 distinct and distinguished cultural destinations that form a defining industry cluster. The A&E District enhances the appeal of West Palm Beach as a visitor destination, drawing attention to its status as a vibrant city illuminated by its beauty and range of creative expression.

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# SPONSORSHIP OPPORTUNITIES

## URBAN STORIES FESTIVAL

200 middle and high school  
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### Protagonist Sponsor - \$9,500

- Logo and listing as Presenting Sponsor on the URBAN STORIES FESTIVAL websites, all marketing and printed materials, media releases, and T-shirts created for URBAN STORIES FESTIVAL
- Mentions of gratitude for support in pre- and post-publicity
- Opportunity to briefly address attendees day of event
- Logo prominently displayed on event signage
- Premium banner location at event. (Banners provided by your company)
- Direct web link to your company's website on the URBAN STORIES FESTIVAL websites

### Antagonist Sponsor - \$4,500

- Logo and listing as Supporting Sponsor on the URBAN STORIES FESTIVAL website, all marketing and printed materials, media releases, and T-shirts created for URBAN STORIES FESTIVAL
- Mentions of gratitude for support in pre- and post- publicity
- Premium banner location at event (Banners provided by your company)
- Logo prominently displayed during URBAN STORIES FESTIVAL 2018
- Direct web link to your company's website on the A&E website

### The Best Friend - \$1,000

- Logo and listing as sponsor on the URBAN STORIES FESTIVAL website
- Company name listed on URBAN STORIES FESTIVAL collateral materials.

Build community. Support literacy. Contact us today.

**Serena Schreiber Hoermann** – Festival Producer  
Ph. 561.222.5309 – Email:  
stories@serenaschreiber.com

Don't see the  
sponsorship  
opportunity you  
want? Please ask!

We're happy to tailor a package that meets your marketing needs.

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