



OCTOBER 1–6, 2026  
MIDDLETOWN, NEW YORK

2026 SPONSORSHIP BOOKLET  
**ARTS & CULTURE  
FESTIVAL**

Celebrating Creativity • Embracing Diversity • Building Community

*Hosted by*



NORTHERN  
FEI TIAN COLLEGE

*Co-Hosted by*



ASIAN AMERICAN  
COMMUNITY ALLIANCE  
OF  
ORANGE COUNTY

*In Partnership with*



CITY OF  
**Middletown**  
— NEW YORK —



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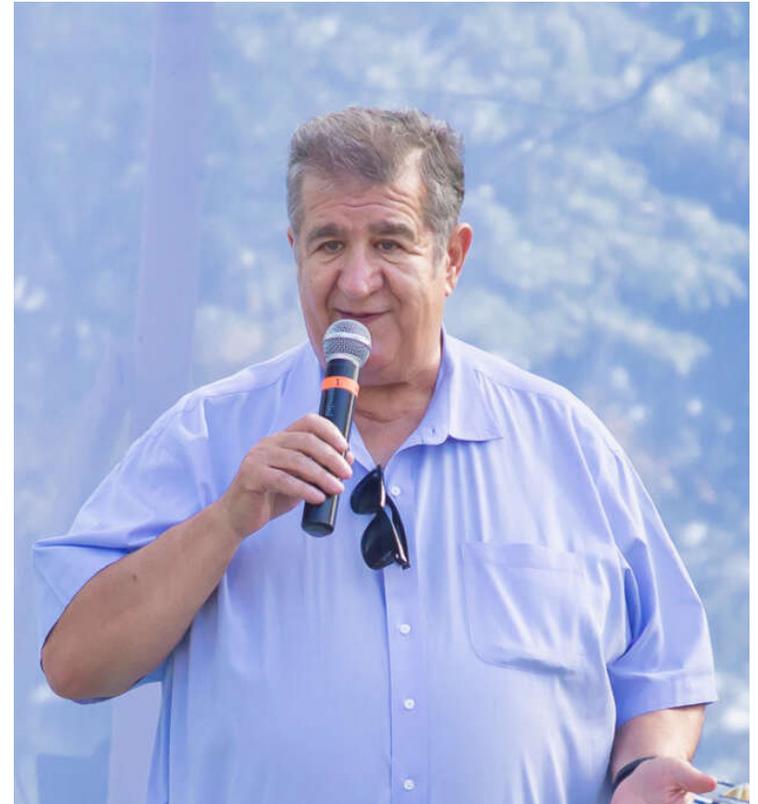
# WELCOME & VISION

**“The campus looks beautiful—the food is wonderful, and the performances are outstanding. It is truly a perfect day to enjoy time together here. We are very pleased with today’s turnout; as the first Arts & Culture Festival, this is a great beginning and exactly the kind of community development we want to see.”**

— Mayor Joseph M. DeStefano, City of Middletown

**“Our vision is to cultivate an annual tradition that fosters cultural exchange, amplifies artistic talent, and strengthens community bonds through education, creativity, and collaboration.”**

— Festival Organizing Committee





# FESTIVAL OVERVIEW

**Dates:** Thursday - Tuesday, October 1–6, 2026

**Location:** 14 Jason Place, Middletown, NY 10940

**Hosted By:** Fei Tian College – Northern Campus

**Co-Hosted By:** Asian American Community Alliance of Orange County

**Sponsored By:** City of Middletown, Local Businesses, Community Partners

**Expected Attendance:** 8,000–12,000 visitors

**Featuring:** Music • Dance • Global Food • Artisan Market • Workshops • Exhibits

# 2025 FESTIVAL HIGHLIGHTS

**Total Visitors:** 5,200+

**Performers & Artists:** 120

**Market Place Booths:** 130

**Workshops & Demonstrations:** 15

**Volunteers:** 80

**Local Schools Involved:** 4

*Families, students, artists, and community members joined together to celebrate culture, art, and global unity.*



**Marketing Reach (2025):** Over 300,000 impressions across digital, local media, and community channels.

# OUR MISSION

**Our mission is to build bridges — between cultures, between generations,  
between hearts — through the universal language of art.  
We celebrate creativity, spark inspiration, and embrace diversity so every  
person feels seen, valued, and connected.**

# TESTIMONIALS – COMMUNITY VOICES



*From a Sponsor*

**“It was community partnership at its best. I look forward to doing this again next year.”**

– Juan Avalos, Owner, The Taco Factory



*From an Artist*

**“When I performed, I didn’t just share my culture – I became part of a bigger story.”**

– Guillermina Salazar Martinez, Artist & Performer



*From a Parent*

**“My children left inspired – with new friends, new ideas, and open hearts.”**

– Veronica R., Festival Parent



*Youth Voice*

**“I didn’t know art could speak so many languages. Now I want to learn them all.”**

– Fara O’Neil, Youth Participant

# HIGHLIGHTS FROM 2025 — RETURNING BIGGER IN 2026



## **Global Cuisine Pavilion**

Authentic dishes from Asia, Europe, Africa, South America, Middle East — including tasting booths, live cultural cooking demos, tea ceremonies, and traditional dessert corners.

## **Cultural Performances**

Classical dance • Ethnic drums • Contemporary fusion • Student ensembles • Multicultural fashion showcases.

## **Live Art & Craft Exhibition**

Calligraphy • Traditional painting • Pottery • Paper cutting • Cultural crafts • Artist meet-and-greet

Interactive Art Creation Walls for children and families.

## **Family & Youth Cultural Experience Zone**

Hands-on workshops • Storytelling circles • Kids cultural play spots • Language & costume try-ons • Heritage games

## **Community & Business Engagement**

Partnerships with local schools, cultural associations, small businesses, entrepreneurs, colleges, libraries, and health organizations.

# SPONSORSHIP LEVELS

Sponsorship support makes this six-day community festival possible while providing meaningful visibility and engagement for our partners.



Sponsorship Tier	Contribution	Benefits Highlights
 Platinum Sponsor	\$25,000	<ul style="list-style-type: none"><li>• Logo on main stage, website banner, festival map</li><li>• Full-page program ad + stage announcements</li><li>• 20×20 premium booth</li><li>• Invitation to VIP reception</li><li>• Exclusive category rights</li><li>• Priority placement across all major festival communications</li></ul>
 Gold Sponsor	\$10,000	<ul style="list-style-type: none"><li>• Logo on Main Stage side banners</li><li>• Full-page program ad</li><li>• 10×20 booth</li><li>• Recognition in media releases</li><li>• On-site signage in workshop and gallery areas</li></ul>

# SPONSORSHIP LEVELS

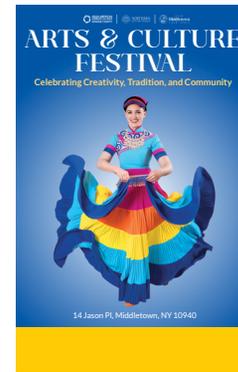
Sponsorship Tier	Contribution	Benefits Highlights
 Silver Sponsor	\$5,000	<ul style="list-style-type: none"><li>• Half-page program ad</li><li>• 10×10 booth</li><li>• Logo on festival website and onsite signage</li></ul>
 Bronze Sponsor	\$2,500	<ul style="list-style-type: none"><li>• Logo in printed program</li><li>• Booth space</li><li>• Social media recognition</li></ul>
 Community Sponsor	\$500–\$1,000	<ul style="list-style-type: none"><li>• Listing in program</li><li>• 6-day festival passes</li><li>• Optional booth upgrade</li></ul>

# SPONSOR VISIBILITY & BRANDING

## Brand Placement Opportunities:

- Main Stage Backdrops
- Festival Gate & Signage
- Official Brochures, Posters & Flyers
- Website & Social Media
- VIP Stage Screen Ads
- Children's Cultural Zone Sponsorship Signage
- Official Festival T-Shirts, Volunteer Badges

Sponsor Brand Placement



Official Posters



Stage backdrop



Billboard Ads & Signage



4\*8 Banner

# MEDIA REACH & EXPOSURE

**Social & Digital Media:** 1.2M impressions

**Local TV & Radio:** 300,000

**Print Media:** 10,000

**Email & Community Newsletters:** 1,000+ subscribers





# WHY SPONSORSHIP MATTERS

- **Strengthens community unity**
- **Supports arts education & youth talent**
- **Promotes cultural harmony and diversity**
- **Boosts local business, tourism, and economy**
- **Gives your organization high visibility and lasting community goodwill**



# CONTACT & PARTNERSHIP

**Festival Sponsorship Committee**  
**Northern FTC College, Middletown, NY**

Artsculturefestival.com  
Sponsor.acf@gmail.com  
+1(845) 551-8057

*Customized sponsorship packages and in-kind partnerships are  
available upon request.*