



OCTOBER 1-4, 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



NORTHERN
LEARNING CENTER

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 - Sunday, October 1–4, 2026

Location: 65 Seward Ave, 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.



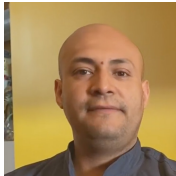
Marketing Reach (2025): Over 300,000 impressions across digital, local media, and community channels.

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

SPONSORSHIP LEVELS

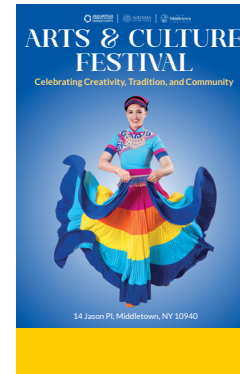
Sponsorship Tier	Contribution	Benefits Highlights
 Silver Sponsor	\$5,000	<ul style="list-style-type: none">• Half-page program ad• 10×10 booth• Logo on festival website and onsite signage
 Bronze Sponsor	\$2,500	<ul style="list-style-type: none">• Logo in printed program• Booth space• Social media recognition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

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

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