

10TH
ANNUAL

TASTE
THE
DIFFERENCE
FESTIVAL

EMBRACE THE DIFFERENCE



Venue

October 1, 2016
New Wineskin Ministries
4501 West 38th Street

Contact

Mary Clark
317-331-3909
mclark@imcoalition.org



Gloria Berlanga King EdD



It is with a great sense of pride I hold for the International Marketplace Coalition (IMC) that I am humbly seeking your company's support of the IMC's 2016 Taste the Difference Festival. With the leadership of some amazing people that truly represent the richness Indianapolis now offers, the 2016 Taste the Difference Festival will prove to be well worth your endorsement.

The IMC (formerly known as the Lafayette Square Coalition) is proudly working to transform the Westside of Indy into Indianapolis International Marketplace (IM), celebrating the rich diversity that is organically developing in the area. The New York Times, Air Tran, Delta Sky, Indianapolis Woman, Nuvo, Cincy's Travel Guide, Indianapolis Monthly along with many others have proclaimed the IM as the place in Indianapolis to find some of the best ethnic cuisines, groceries, specialty shops and entertainment. The IMC is also proud to share that because of our work we collaborate with over thirty plus ethnic organizations throughout Indianapolis.

In 2016 the IMC is not only continuing our efforts to re-brand and re-develop the area, we're also expanding the calendar to bring more events to the IM.

On behalf of the IMC Board and Staff, thank you for your support and we look forward in continuing to work with companies like yours in the future. We also want to be a valued source of support to help maintain and enhance your business vitality.

Best regards,

Gloria Berlanga King, EdD
Director Multicultural Affairs,
Eskenazi Health

10TH ANNUAL

TASTE THE DIFFERENCE FESTIVAL

EMBRACE THE DIFFERENCE



INTERNATIONAL MARKETPLACE 2016

EMBRACE THE DIFFERENCE

MISSION

The International Marketplace Coalition exists to promote the revitalization of the Lafayette Square area by creating an environment conducive to attract and retain sustainable economic development for the benefit of this community, the city of Indianapolis and the region.

VISION

To facilitate the creation of the Lafayette Square area as a vibrant, economically strong, multi-use, international community in the City of Indianapolis where everyone has the opportunity to experience and learn about other cultures.

THE INTERNATIONAL MARKETPLACE COALITION

(Formally The Lafayette Square Area Coalition) is a not-for-profit organization comprised of businesses, concerned citizens and community leaders who encourage economic growth and development on the Northwest side of Indianapolis, Indiana. This area has become a vibrant, diverse community and the world is taking notice. Our area has been recognized by the New York Times as being a place “where the world comes to eat.”

International Marketplace Coalition (IMC) is embracing our new-found diversity and fame, and with the help of the community and businesses we are actively working to transform the old Lafayette Square Area into the International Marketplace (IM). The IMC has successfully created a gateway study that is now in its implantation stage. In May of 2014 the first phase of on the ground International Marketplace (IM) re-branding occurred, with more planned for 2016. Developers and others are now showing interest in the area again by offering their expertise to the IMC.

The IMC also works to promote over 200 ethnic groceries, specialty stores and restaurants in the IM area. This is IMC’s 10th annual “Taste the Difference Festival”. Last year over 1500 people were in attendance, celebrating the richness of ethnic culture the City of Indianapolis now represents.

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EMBRACE THE DIFFERENCE

SPONSORSHIP PACKAGE



TITLE SPONSOR

\$10,000

- Event naming rights for Pavillion Hall
- Signature sponsor to all IMC events for one year.
- Prominent recognition on TV spots Channel 8 WISH-TV, t-shirts, print advertising with logo, social media, website, food guide, mailings, newspaper ads and news releases
- Title sponsored Bi-Monthly E-blast to 10k member database for calendar year.
- Title Ad banner on new IMC web site.
- Sponsored article on new IMC website throughout the 2016 calendar year
- Full page advertisement in IMC Food Guide (distributed to local hotels, restaurants, groceries and at least 50 cultural events a year) 15k print run



DIAMOND LEVEL

\$5,000

- Prominent recognition on TV spots Channel 8 WISH-TV, t-shirts, print advertising with logo, social media, website, food guide, mailings, newspaper ads and news releases
- Bi-Monthly E-blast to 10k member database for calendar year.
- Sponsored article on new IMC website throughout the 2016 calendar year
- Full page advertisement in IMC Food Guide (distributed to local hotels, restaurants, groceries and at least 50 cultural events a year) 15k print run
- Booth space at the Taste the Difference, 10 tickets to event



PLATINUM LEVEL

\$2,500

- Prominent recognition on TV spots on Channel 8 WISH-TV, t-shirts, print advertising with logo social media, website, food guide, mailings, newspaper ads and news releases
- Bi-Monthly E-blast to 10k member database for calendar year.
- 1/2 page advertisement in IMC Food Guide (distributed to local hotels, restaurants, groceries and at least 50 cultural events a year) 15k print run
- Booth space at the Taste the Difference event, 5 tickets to event



GOLD

\$1,000

- Recognition on t-shirts, print advertising, social media, posters, website, food guide, mailings, newspaper ads and news releases
- 1/4 page advertisement in IMC Food Guide (distributed to local hotels, restaurants, groceries and at least 50 cultural events a year) 15k print run

APPLICATION FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Carol Maxey at cmaxey@imcoalition.org Please contact us (317) 407-6560 with any questions.

PAYMENT INFORMATION:

Please send me an invoice
 I have enclosed a check made payable to

Please charge my credit card

Card Type: Visa / MC / Discover

Card Number

Expire Date

Security Code

CONTACT INFORMATION:

Company Name

Contact Person

E-mail Address

Phone Number

Address 1

Address 2

City

Zip

SPONSORSHIP PACKAGES:

(Please check one)

Title

Diamond

Platinum

Gold

Once we receive your completed sponsorship form, our staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high- resolution color and black- and-white logos (.EPS or vector preferred) to info@imcoalition.org All materials will be sent for your approval before going to print.

Total Sponsor Amount

Signature

Name

Date

CONTACT

Mary Clark

Executive Director

 (317) 925-5722  mclark@imcoalition.org
 (317) 331-3909

REGISTRATION

Carol Maxey

Administrative Assistant

 (317) 925-5722  cmaxey@imcoalition.org
(317) 470-6560

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Indianapolis, IN 46222
317-925-5722
info@imcoalition.org

www.imcoalition.org

Notes:

It is the responsibility of sponsors to provide the materials listed in the package, once the commitment has been made. The companies which get the most out of their sponsorship are those who actively promote their presence at the conference and provide any required materials in a timely manner.