



# Sponsorship Proposal

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FEDMA NYC

Festival

**EMBODIED  
MEMORIES**



**Festival**

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# About the Festival

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# EMBODIED MEMORIES

- The **Embodied Memories Festival** is a performing and visual arts festival that showcases Ecuador's cultural heritage and contemporary artistry that will take place in February 2025.
- Through a dynamic blend of dance, performance, and visual arts, the festival fosters cultural exchange and highlights the contributions of the Ecuadorian community in New York City.
- By engaging both local and global audiences, it offers a platform for cross-cultural understanding and celebrates Ecuador's artistic contributions to the world.

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- This festival is a testament to the strength of Ecuadorian artistry and a heartfelt offering of gratitude to a city that has open arms for everyone looking for a brighter future.
- Through its workshops, conferences, performances, and exhibitions, the **Embodied Memories Festival** aims to foster a meaningful exchange of culture, artistry, and knowledge.
- By creating spaces for dialogue and collaboration, we hope to build bridges between communities, inspiring mutual understanding and appreciation while celebrating the power of creativity to unite and uplift.



# Why Support Us?

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- By sponsoring the **Embodied Memories Festival**, your brand becomes a vital supporter of the arts and a champion of talent from a community that has long deserved recognition.
- Supporting this event not only uplifts emerging talent but also underscores the vital role of the arts in fostering connection, inspiration, and inclusivity.
- Your partnership demonstrates a commitment to preserving and celebrating cultural heritage while investing in a more vibrant and equitable artistic future.

# EMBODIED MEMORIES



# Institutions and Brands that Have Supported Our Mission

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INSTITUTE FOR EXPORT  
AND INVESTMENT PROMOTION

espial



GINARTE®





# Press and Media Exposure

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The **Embodied Memories Festival** will be heavily promoted through a comprehensive press tour, both in Ecuador and in New York City. Our efforts will include:

- **Press Tour in Ecuador and NYC:** We will collaborate with leading local media outlets, including NY1, Univisión, and Telemundo, to ensure wide coverage of the festival in both the Ecuadorian and New York City markets. These high-visibility outlets will reach a broad audience, generating excitement and awareness for the festival.

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- **Special Publications Post-Event:**

To further amplify sponsor exposure, we will continue to highlight our sponsors in special publications and media features for up to 14 days after the event. These publications will include press coverage and special mentions on social media, ensuring that sponsor brands remain visible even after the event has concluded.

Through these efforts, we will ensure that sponsor brands are prominently showcased, both locally and internationally, for maximum impact.

# EMBODIED MEMORIES

## EMBODIED MEMORIES

# Diamond Sponsor

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\$200,000

- **Naming Rights:** Festival or signature event named after your brand.
- **Prime Visibility:** Logo prominently displayed on all promotional and press materials, including digital and print.
- **Exclusive Access:**
  - VIP access to dress rehearsals and private artist showcases.
  - Invitation to the welcome cocktail with artists and organizers.
- **Branded Merchandise:** Custom merchandise featuring your logo.
- **Opportunity for Merch and Branded Material Distribution:**
  - As a Diamond Sponsor, you'll have the exclusive opportunity to distribute branded merchandise, materials, and promotional items to all festival-goers during the event days, creating lasting visibility for your brand.
- **Integrated Marketing:**
  - Collaborate with festival artists for co-branded content that reflects your brand's identity and values.
  - Featured advertisement across printed programs, digital promotions, and festival publicity.
- **Social Media Exclusivity:** Custom content created alongside festival artists to showcase your brand in line with the event's artistic direction.
- **Brand Announcements:**
  - VJ Announcements:** Every time the VJ does the welcoming words for the events and the festival, the Diamond Sponsors will be announced as the key supporters, with their brand's contributions highlighted. This will happen across all key festival moments and during each event, ensuring maximum visibility.
  - Recognition of your brand as a Diamond Sponsor in all press releases, interviews, and social media content, emphasizing your support for the festival and the Ecuadorian community in NYC.
- **VIP Experience:**
  - 15 premium-seating tickets for your guests and custom VIP gift bags.

## EMBODIED MEMORIES

# Platinum Sponsor

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\$100,000

- **Prominent Placement:**  
Your logo displayed across event banners, social media posts, and promotional materials.
- **Special Invitations:**  
Access to dress rehearsals.  
Invitation to the welcome cocktail.
- **Opportunity for Merch and Branded Material Distribution:**  
Platinum Sponsors can distribute branded materials and merchandise to festival-goers during the event days, ensuring your brand is present throughout the festival.
- **Integrated Marketing:**  
Collaborate with the artists for co-branded content that connects your brand's values with the festival's themes.  
Featured prominently in select digital and printed promotional materials.
- **Social Media Exclusivity:**  
Co-branded videos or posts integrating your brand identity with the festival's highlights.
- **Brand Announcements:**  
VJ Announcements: The VJ will announce the Platinum Sponsors during the welcoming words at every event and throughout the festival, ensuring your brand is recognized and associated with high-profile moments.  
Special mentions during press releases, interviews, and across all digital platforms.
- **Exclusive Tickets:** 10 premium-seating tickets for your guests and custom VIP gift bags.

## EMBODIED MEMORIES

# Gold Sponsor

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\$50,000

- **Visibility:**

Your logo will be featured on selected printed materials and digital media. Social media mentions.

- **Event Access:**

Invitation to one VIP event.  
6 premium-seating tickets.

- **Opportunity for Merch and Branded Material Distribution:**

Gold Sponsors will be able to distribute branded merchandise and promotional materials to all festival attendees during the event, making sure your brand stays top of mind throughout the festival.

- **Integrated Marketing:**

Co-branded content creation with the artists, highlighting your brand's support and values.

- **Social Media Exclusivity:** A thank-you post or video, showing your brand's participation.

- **Brand Announcements:**

VJ Announcements: Gold Sponsors will be publicly announced during the VJ's welcoming speech at major festival events. Your brand will be recognized alongside key moments of the festival, associating you with the event's success.

Acknowledgment on social media, press materials, and during key festival moments.

- **Exclusive Tickets:** 8 premium-seating tickets for your guests and custom VIP gift bags.

## EMBODIED MEMORIES

# Silver Sponsor

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\$20,000

- **Recognition:**  
Logo placed in the festival program and selected promotional materials.
- **Tickets:**  
4 general admission tickets for your guests.
- **Opportunity for Merch and Branded Material Distribution:**  
Silver Sponsors can distribute branded merchandise and materials to all festival-goers, ensuring brand presence throughout the event.
- **Integrated Marketing:**  
Content creation with the artist: Co-branded content that aligns with the festival's themes and your brand's messaging.
- **Social Media Exclusivity:** A thank-you post recognizing your contribution.
- **Brand Announcements:**  
VJ Announcements: Silver Sponsors will be recognized during the VJ's welcoming words at selected events, ensuring your brand's presence is acknowledged.  
  
Acknowledgment in press releases, interviews, and on digital platforms.
- **Exclusive Tickets:** 6 premium-seating tickets for your guests and custom VIP gift bags.

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# Bronze Sponsor

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\$10,000

- **Acknowledgment:**

Logo included in the festival program and selected announcements.

- **Tickets:**

2 general admission tickets.

- **Opportunity for Merch and Branded Material Distribution:**

Bronze Sponsors can distribute branded materials and merchandise to festival-goers, ensuring that their brand is visible to attendees.

- **Integrated Marketing:**

Content creation with the artist to reflect your brand's values in a smaller, custom way.

- **Social Media Exclusivity:**

A recognition post featuring your brand.

- **Brand Announcements:**

VJ Announcements: Bronze Sponsors will be recognized during the VJ's welcoming words at smaller events, ensuring your brand's presence is acknowledged.

Mentioned in select press materials and on social media.

**Exclusive Tickets:** 4 premium-seating tickets for your guests and custom VIP gift bags.



## EMBODIED MEMORIES

# Friends of FEDMA

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\$5,000

- **Recognition:**

Inclusion in a dedicated post thanking all Friends of FEDMA sponsors.

Listed in the festival program.

- **Opportunity for Merch and Branded Material Distribution:**

Friends of FEDMA sponsors will have the opportunity to distribute branded materials to festival-goers during all days of the event.

- **Brand Announcements:**

VJ Announcements: Your sponsorship will be acknowledged during key festival moments, with your support highlighted in the VJ's welcoming words.

Social media and public acknowledgment as part of the community of sponsors.

- **Exclusive Tickets:** 3 premium-seating tickets for your guests and custom VIP gift bags.

Visual Arts

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Movement Arts

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Artist Talks

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Workshops

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Community

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FEDMA NYC, 2024.