



Dear Friends,

On Saturday July 8, 2006 The Network of Arab-American Professionals of New York (NAAP-NY) and the Algerian American Cultural Center (AACC) will hold the Annual Arab and North African Cultural Festival in New York City.

As part of the *2nd Annual Arab Heritage Week of New York City*, the Arab and North African Cultural Festival is a unique opportunity for your company to gain exposure and promote its goods and services, as well as sign up new members. Whether your goal is to compete with bigger companies in your market, distinguish your product from competitors or launch a new product, NAAP-NY has a sponsorship opportunity designed to meet your marketing needs.

About the Festival

The Festival is a celebration of Arab and North African cultures and aims to honor their various contributions through food, music, art and literature. By means of this initiative, we are able to reach those who would not otherwise be aware of this rich heritage and reaffirm the dignity and pride of our communities in their culture. The Festival is an event that we've held for several years now and is hugely successful; the largest of its kind in NYC.

The Location

On Bond Street between Lafayette & Broadway, in the heart of downtown Manhattan, the Festival is perfectly located for maximum turn out and diverse participation; last year's Festival attracted an estimated 25,000 people, in addition to over 40 Arab and North African vendors and a seven hour live cultural performance program. Finally, NAAP-NY is able to attract local and international media coverage including television, newspaper, radio and other outlets.

The Organizers

This initiative is a collaborative effort between NAAP-NY and the AACC; two groups which represent a broad constituency of Arabs and North Africans in the NY metropolitan area.

- > **NAAP-NY** is a non-partisan, non-sectarian, volunteer-based organization dedicated to strengthening the Arab-American community. The NY Chapter enjoys a network of over 1,700 members and is guided by NAAP's comprehensive and inclusive mission, which empowers the community through social, cultural, professional and political initiatives.
- > **AACC** is a non-profit organization with a mission to encourage an appreciation of Algerian culture in the US, promote the multiform expression of its accomplishments, and preserve its heritage for the younger generations of Algerian-Americans. The Center presents Algerian and Algerian-American performing, visual, literary arts programs, and community events in an effort to contribute to the multiethnic and multifaceted fabric of American culture.

Sponsorship Opportunities:

There are two levels of sponsorship available; ***Shared and Exclusive***.

- > ***Shared Sponsorship:*** This opportunity is based on multiple sponsors where all sponsorship benefits are equally shared. The contribution for this level of sponsorship is \$3,000.
- > ***Exclusive Sponsorship:*** This opportunity is based on one sponsor where all sponsorship benefits are exclusive to your company. The contribution for this level of sponsorship is \$10,000.

NAAP-NY sponsors at any level will be listed in the Program, and on our Web site, with an active link to the sponsor's company Home Page. Depending on the type of sponsorship, a sponsor will receive the following additional benefits:

- > ***Promotion Booth*** - a 10'x10' space will be provided to the sponsors to allow for brand promotion, this includes a tent, table and chairs
- > ***Prominent Stage Banner Placement*** - Sponsors will be provided with space for a banner to be placed as the backdrop to the entertainment program
- > ***Outreach Marketing Collateral*** - Sponsor logos on all marketing materials, i.e. flyers, posters and program for the day
- > ***Media Outreach*** - Sponsors will also be added to all our media outreach materials including press-advisories and releases, press-kits and official interviews

Please look over the options and choose the one that's right for you. The earlier you commit to a NAAP-NY sponsorship, the greater the level of exposure in the Festival's promotional materials. If you find that our offerings do not provide a perfect match for your marketing needs, let us know and we will customize a sponsorship package for you.

NAAP-NY values your friendship as well as your support. We look forward to discussing sponsorship opportunities with you. I can be reached at (212) 592-4052 or through our email address at naap-ny@naaponline.org.

Thank you,
The Network of Arab-American Professionals of NY
Cultural Street Festival Planning Committee
naap-ny@naaponline.org