

MULTICULTURAL FESTIVAL SPONSORSHIP PACKAGE

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FESTIVAL MULTICULTUREL

MOSAÏQ Fest



Mosaïq 2022

Organizing Committee

Festival Chair

Lamia Chami

Interim Director

Ron Gaudet

Chair of the board

Camelia Radu

Event Coordinator

Mario Antunes

Treasurer/Finances

Guy O'Brien

Marketing & Communication

Nayran Mendes

Human Resources Director

Alison Frise

Executive Assistant

Astou Ndiaye

Mosaïq Mission

Mosaïq is a multicultural festival designed to entertain, inform, and promote the values and benefits of diversity. Over two days, Mosaïq offers an exciting line up of programming curated to contribute to conditions that will help make our region more vibrant, dynamic, and inclusive. We aim to bring you the sights, sounds, and flavors of the world living in our community. Our festival is all about celebrating the growing cultural fabric of our region. As a platform for diversity, Mosaïq truly has something for everyone.

Mosaïq Vision

Our vision is to be the most celebrated and transformative multicultural festival in the Maritimes. We seek to contribute, in no small way, to the conditions that will help make our region more vibrant, dynamic, and inclusive. As a festival, our goal is to create a fun and informative platform with many side benefits. The Mosaïq Festival is an opportunity to showcase diversity, dialogue, and demonstrable community building. Our end goal is to be a permanent and influential fixture in the summer festival line-up. We will accomplish this by providing opportunities for entertainment, education, and inspiration. We believe the best vessel for delivering is the arts. Emotion is at the center of engaging and changing hearts and minds. In addition, we will increase the cache of our festival by inviting artists with international appeal. Not only will all of this boost our profile, it will stimulate the local economy, and demand the support of local organizations, businesses, and corporations. We will not only use the festival itself, but the build up towards it and that afterglow that follows in order to further the mission of making our community stronger, happier, and more prosperous.



Coming Together Again to Celebrate our Diversity and Multiculturalism

After an unforeseen two year break due to the COVID 19 Pandemic, we are so pleased to be in the planning stages of what will surely be a Summer 2022 highlight for our tri community! Despite a worldwide pandemic, the greater Moncton area has continued to be a welcoming home for newcomers from all over the world. We are eager to come together and celebrate our passion for multiculturalism, through music, food, traditions, and education at MOSAIQ 2022! One of the summer's key tourist attractions, this year's Mosaïq will treat over 10,000 visitors with a tour of the world in the city they call home. By celebrating diversity, we celebrate everyone. By celebrating everyone we build happier and healthier communities. Greater Moncton is home to the world.

Be on the Cutting Edge of Culture

MAGMA and the tri-community area are partnering to provide your organization with a rich opportunity to boost your cache within the increasingly diverse complexion of the Maritimes. With newcomers adding more and more to our landscape, there is an expanding market of community interests and needs. Mosaïq brings these interests and needs together, in one place, captive and ready to interact with your organizational culture and its values. We want to grow our festival and its impact. And you can be a part of it.



BE SEEN. BE HEARD.



BE ADVOCATES FOR DIVERSITY.

Using social and traditional media, we are aiming to create a movement. During the months and weeks leading up to the festival, we will be building momentum and enthusiasm for what is essentially a community outreach project. We want to be seen and heard in every corner and alley of our community. And we want you to be a part of the message. Diversity is divine. In both official languages, from Facebook to radio, billboards, and more, we want your organization to be seen and heard as contributors to the Mosaïq Festival campaign. On-site or on the airwaves, digitally or in dialogue, your brand is essential to our cause.



Being a Festival Supporter means you and your team can decide how you wish to take action in our celebration of inclusion:

Festival Presenter \$10,000

Along with MAGMA and the City of Moncton, your brand will receive Co-Presenter status. This status also features placement of your brand identity on all promotional materials, including but not limited to Social Media, Website, Newsprint, Billboards, On-site Signage, MC recognition and radio mentions. Your Brand would also be the Exclusive Sponsor of the VIP Event, which provides 10 Tickets and an exclusive Speaking Opportunity for the VIP Reception. Your brand will also be attached to 2 performances/special events of your choice, plus a 10x20 space provided for your on-site activation.

Festival Partner \$5,000

The Festival Partner status features placement of your brand identity on all promotional materials, including but not limited to Social Media, Website, Newsprint, Billboards, On-site Signage, as well as MC recognition. Your brand would also receive 6 tickets to the VIP Reception, given presenter status of performance/special event of your choice, plus a 10x20 space provided for your on-site activation.

Festival Supporter \$2,500

The Festival Supporter status features placement of your brand identity on Social Media, Website, On-site Signage, printed Handouts as well as MC recognition during the festival. Your brand would also receive 4 tickets to the VIP Reception, recognition as a Presenting Sponsor at the Moncton Market Performances, plus banner placement on-site during the event.

Friend of the Festival \$1,000

The Friend of the Festival status features placement of your brand identity on Social Media, Website, On-site signage and MC recognition during the festival. Your brand would also receive 2 tickets to the VIP Reception.

ENTERTAINMENT AND SPECIAL GUESTS

The search for both our festival headliners and supporting entertainment is underway! Our focus for 2022 is to support local, regional, and national talent to present a festival program with a joyful atmosphere, that attracts locals, visitors, and tourists alike!





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MosaicQ Fest

Press play
& Celebrate!

Appuyez sur
play et célébrez!