



BRINGING NATIONS TOGETHER LIVING TOGETHER AS ONE
A CELEBRATION OF AFRICAN / CARIBBEAN / HISPANIC / LATINO & AMERICAN CULTURE

★ **JULY 3RD - 5TH, 2020**
Friday thru Sunday

INTERNATIONAL FESTIVAL OF LIFE

at **WASHINGTON PARK**
CHICAGO

INDEPENDENCE DAY WEEKEND

DEDICATED TO HEALTH AWARENESS



*Festival of
culture
music
food
arts
crafts
games
....and more*

PARTNERSHIP PROPOSAL

A Martin's International Culture, Inc. Event



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INTERNATIONALFESTIVALOFLIFE.COM



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28th International Festival of Life
JULY 3RD - 5TH, 2020 - Washington Park Chicago



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Winning Strategies start with presence.

Partnership with IFOL provides your company's brand, product or service better visibility for targeting ethnic consumers of Caribbean, Latin, African descent and others.



INTRODUCTION

More than 30 consecutive years of outstanding Special events production!

28th International Festival of Life JULY 3RD - 5TH, 2020 - Washington Park Chicago

Ephraim Malachi Martin, publisher, former photo-journalist and TV personality, created the African/Caribbean International Festival of Life (IFOL) in 1993, under Martin's International his umbrella company. This savvy Entrepreneur and 2006 recipient of the prestigious Black Heritage Image Award; was named among the top ten "People Who Rock Chicago" by the New City weekly newspaper. Martin was honored among the top fifteen African – American "Men Who Lead", by Afrique Magazine. He was given the "Award for Extra-Ordinary Contribution to Music and Culture", by the country of St. Maarten, and was the recipient of the Trinidad and Tobago Chutney Award for "Lifetime Contribution to Caribbean and World Music"; both Honors were bestowed on him in May 2011. He has been the recipient of scores of other honors and accolades .

On October 2nd, 2016 at the conclusion of his 35th International Reggae & World Music Awards (IRAWMA) and his 100th Annual Entertainment Event; Ephraim Martin made history by setting a record, as the only known person alive to have consecutively produced 100 annual entertainment events (Awards/Festivals). He was awarded six (6) accolades in honor of his outstanding achievement from various companies and organizations, which made him the night's biggest winner.

Martin two main objectives for the IFOL are "Bringing Nations Together" and "Living Together As One." The IFOL is also dubbed "Carnival of Nations", as people of all persuasion, cultural, educational, musical and spiritual backgrounds come together to celebrate as one people; who share diversity exchange through innovative programming and a marketplace that highlights the global spectrum of entertainment, music, food, arts and crafts, as well as other activities.

The first IFOL was held at Hawthorne Park Race Track in 1993. It attracted an estimated 6,000 people and almost doubled the following year. In 1995, the third IFOL relocated to City Front Center near Navy Pier in downtown Chicago, where a record number of patrons attended over a two-day period. Outgrowing the venue, the festival moved to Washington Park where it remains until 2012 before relocating to Union Park, downtown, Chicago West Loop; now averaging over 30 thousand attendees per year.

Martin four annual events since 1982, the IRAWMA, the Chicago Music Awards, the Caribbean Festival (now Jerk, Seafood & Vegan Fest) and this IFOL have garnered more than one (1) billion Media Impressions combined in 37 years.

One important component of the IFOL is its commitment to charitable causes. Under the auspices of Martin's International, nonprofit organization, a portion of the proceeds from IFOL events is designated for deserving health and educational organizations.

IFOL is a catalyst for companies/businesses seeking to brand their names, products and/or services in unidentified territories with great result for their investment. You can become a branding partner and with us. The 28th Annual International Festival of Life is scheduled for Friday – Sunday, July 3 - 5, 2020, in Washington Park, Chicago, which is one of the fastest growing and most lucrative regions in Chicago. Visit www.internationalfestivaloflife.com.





28th International Festival of Life
JULY 3RD - 5TH, 2020 - Washington Park Chicago

Celebrating the lifestyle of Caribbean/African/Central and South America and others.

NAME OF EVENT

INTERNATIONAL FESTIVAL OF LIFE (IFOL)

DATE

Friday thru Sunday

July 3 - 5, 2020 - 3 FULL DAYS

TIME

12 noon thru 10 pm Daily

LOCATION

Washington Park
51st and Cottage Grove, Chicago, Illinois

YEARS OF PRODUCTION

IFOL began in 1993; 27 years

BUSINESS STATUS

Not-For-Profit

FORMAT

IFOL celebrates and shares the heritage and culture of peoples from the United States, Jamaica, the rest of the Caribbean, Latin America and Africa. It's a festival for the entire family with international food flavor (jerk meat, sea food, veggies and more). Two entertainment stages featuring: Well Known Recording Artist Performing: Reggae, Calypso, Soca, R & B, Gospel, African, Jazz, Blues, World Beat, High Life, Salsa, Merengue, Reggaeton and other Caribbean and Latin talents, as well as international dancers.

Also:
Experience the cultural dances
with a multitude of live/and interactive performances.

Learn about your health and your eating habits

Discover and Explore unique crafts, fine art,
fashion apparel, products and services at the
International Marketplace, comprised of exhibitors
from across the USA, Caribbean, Latin America
and other countries.

Interact with representatives from major corporations about their
products and/or services.

Tease and tempt your taste buds at the International Food Court
with a variety of specialty dishes from our USA, the Caribbean,
Africa, Mexico, South and Central America, and other countries.

PRINT MEDIA

More than 3,000,000 Targeted via print media:
Chicago Tribune, Chicago Sun-Times, Chicago
Defender, Chicago Reader, New City, La Raza,
HOY, African Spectrum, Star and others.

IFOL SCHEDULES COPIES DISTRIBUTED
More than 250,000 impressions

IFOL MAGAZINE COPIES DISTRIBUTED
More than 50,000 impressions

TARGET MARKET

Adults, seniors, and youth of all nationalities, ethnicities and cultures. (See Demographic Profile.)

VALUATION STATEMENT

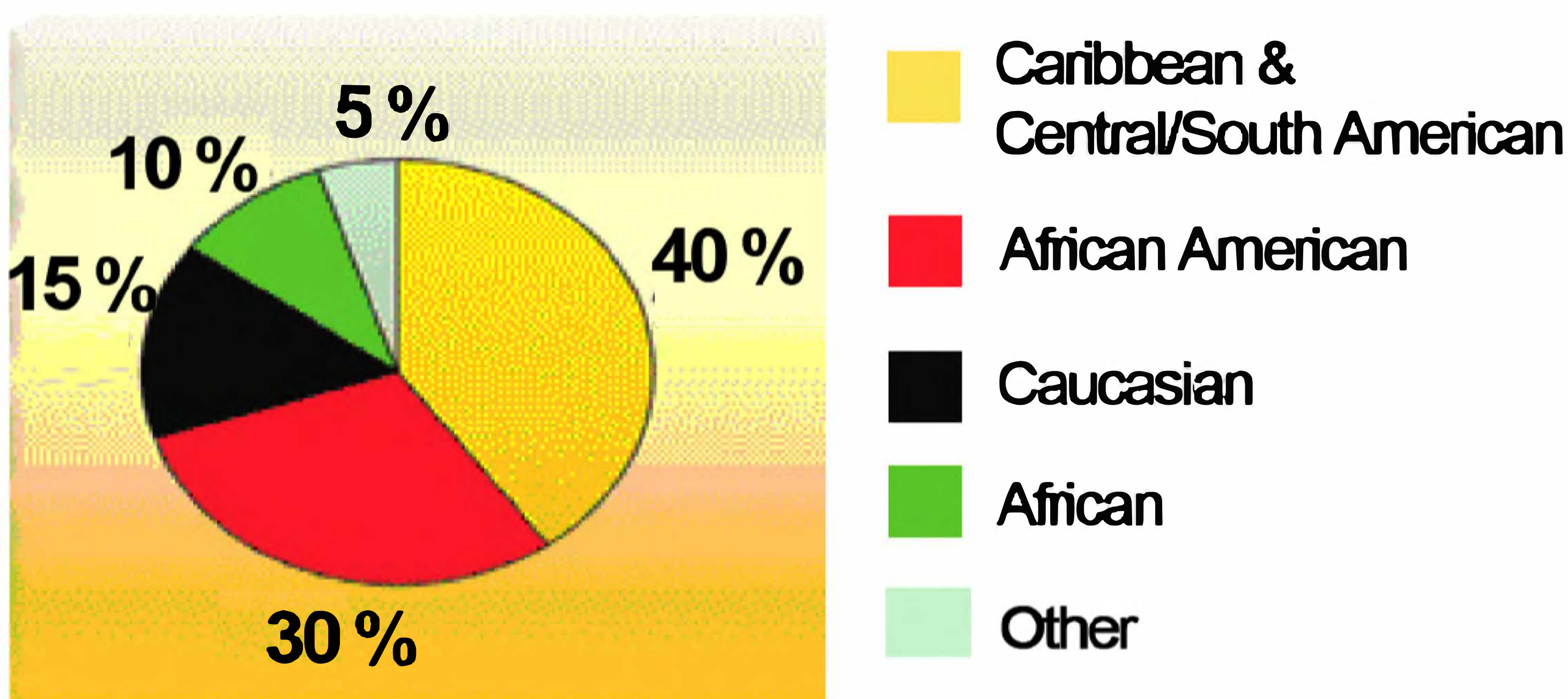
OVERVIEW

IFOL FIVE-YEAR ATTENDANCE HISTORY

28th International Festival of Life
JULY 3RD – 5TH , 2020 - Washington Park Chicago

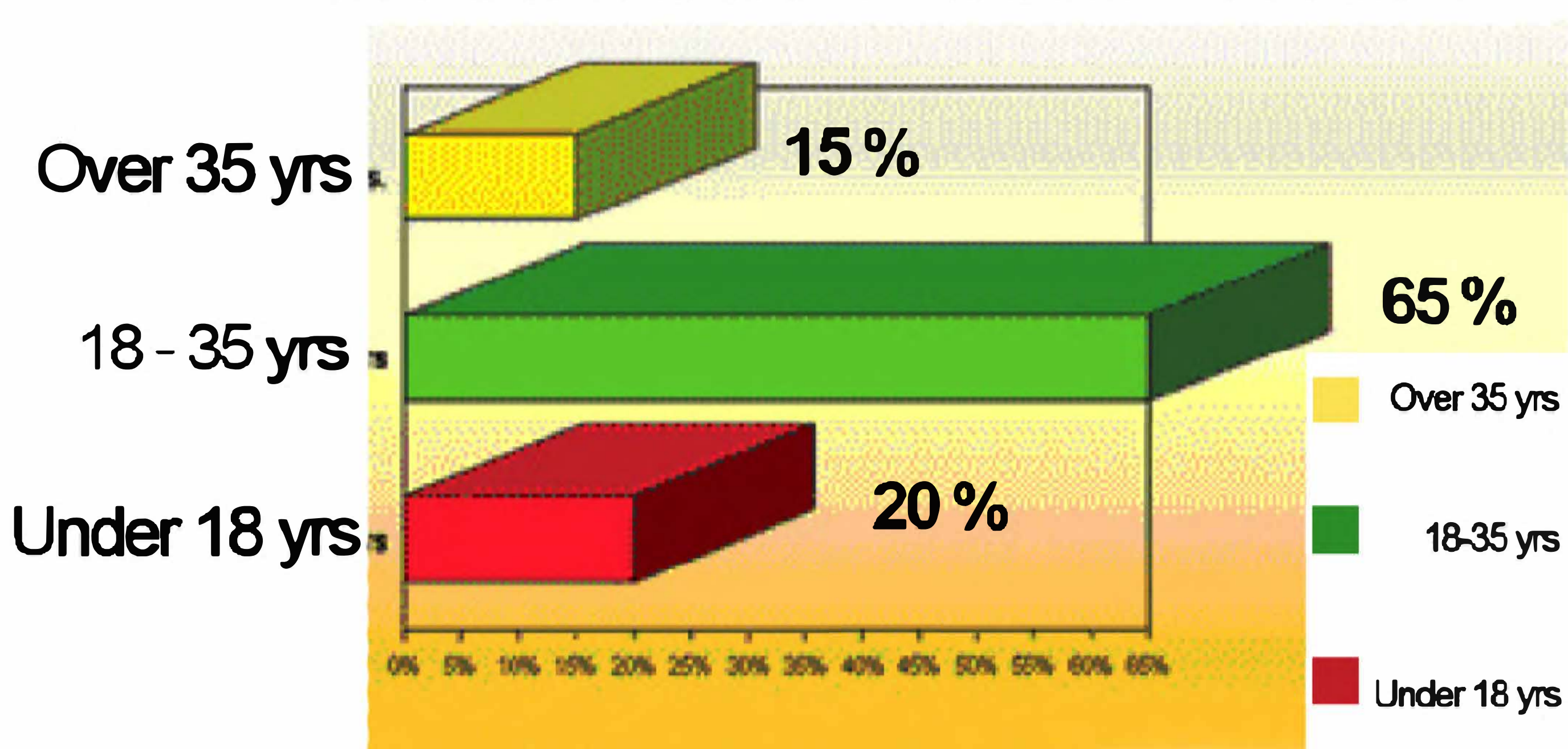
ETHNICITY

CHART A: ATTENDANCE BY ETHNICITY



AGE

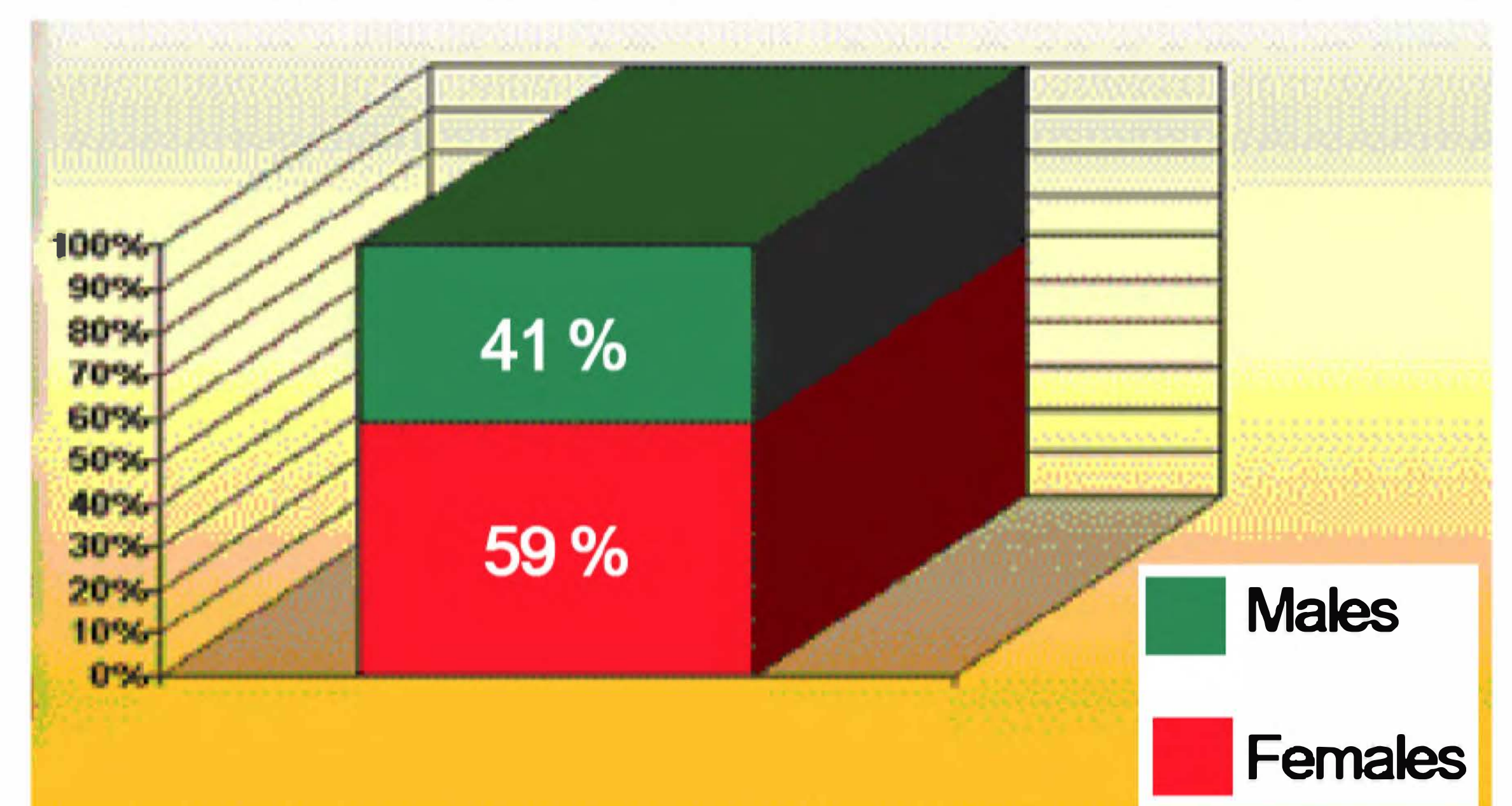
CHART D: ATTENDANCE BY AGE



Based on surveys conducted by Data-base Research, Inc., females make up 59% of the IFOL audience, with the majority traveling in groups of 7 to 10.

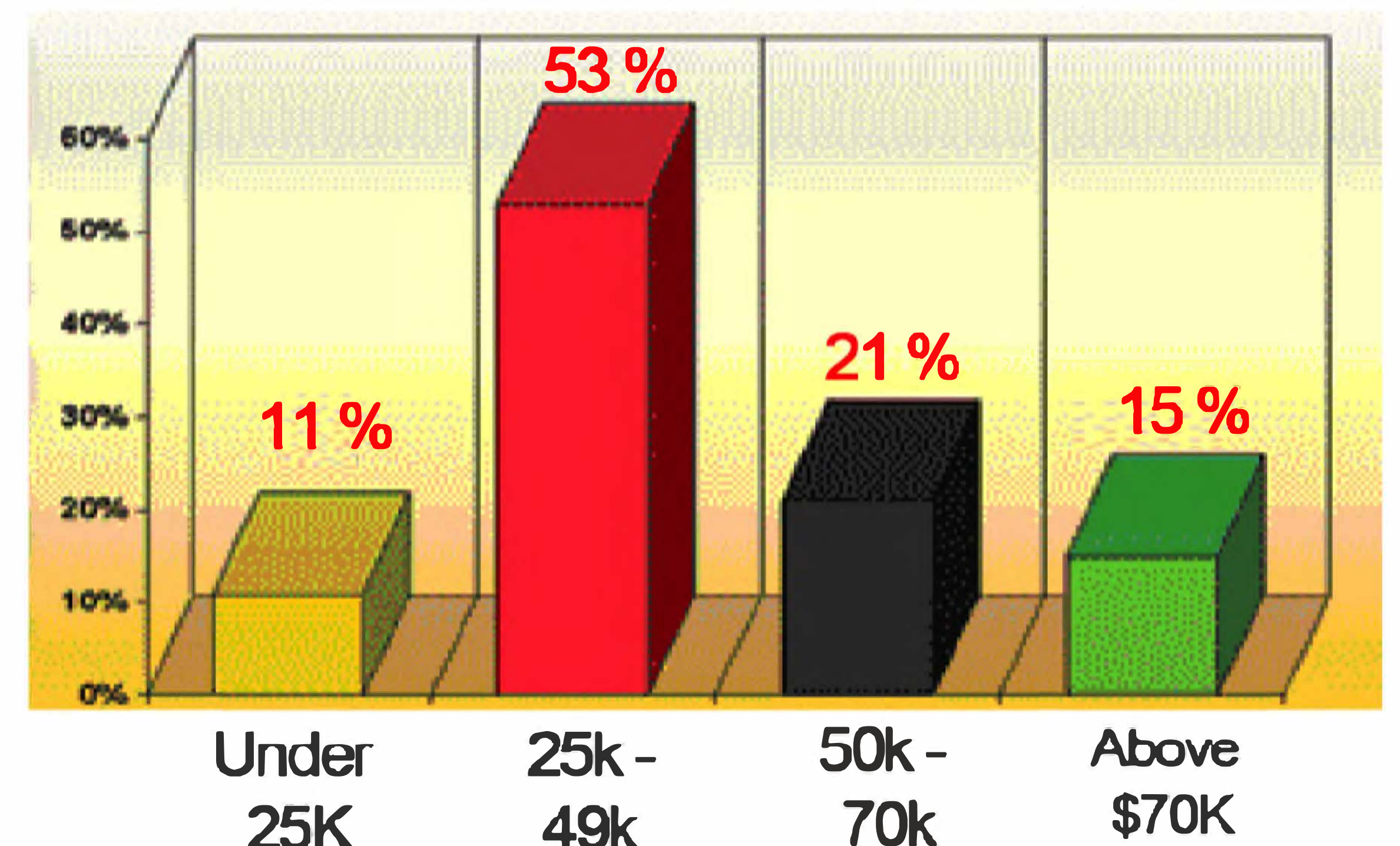
GENDER

CHART B: ATTENDANCE BY GENDER



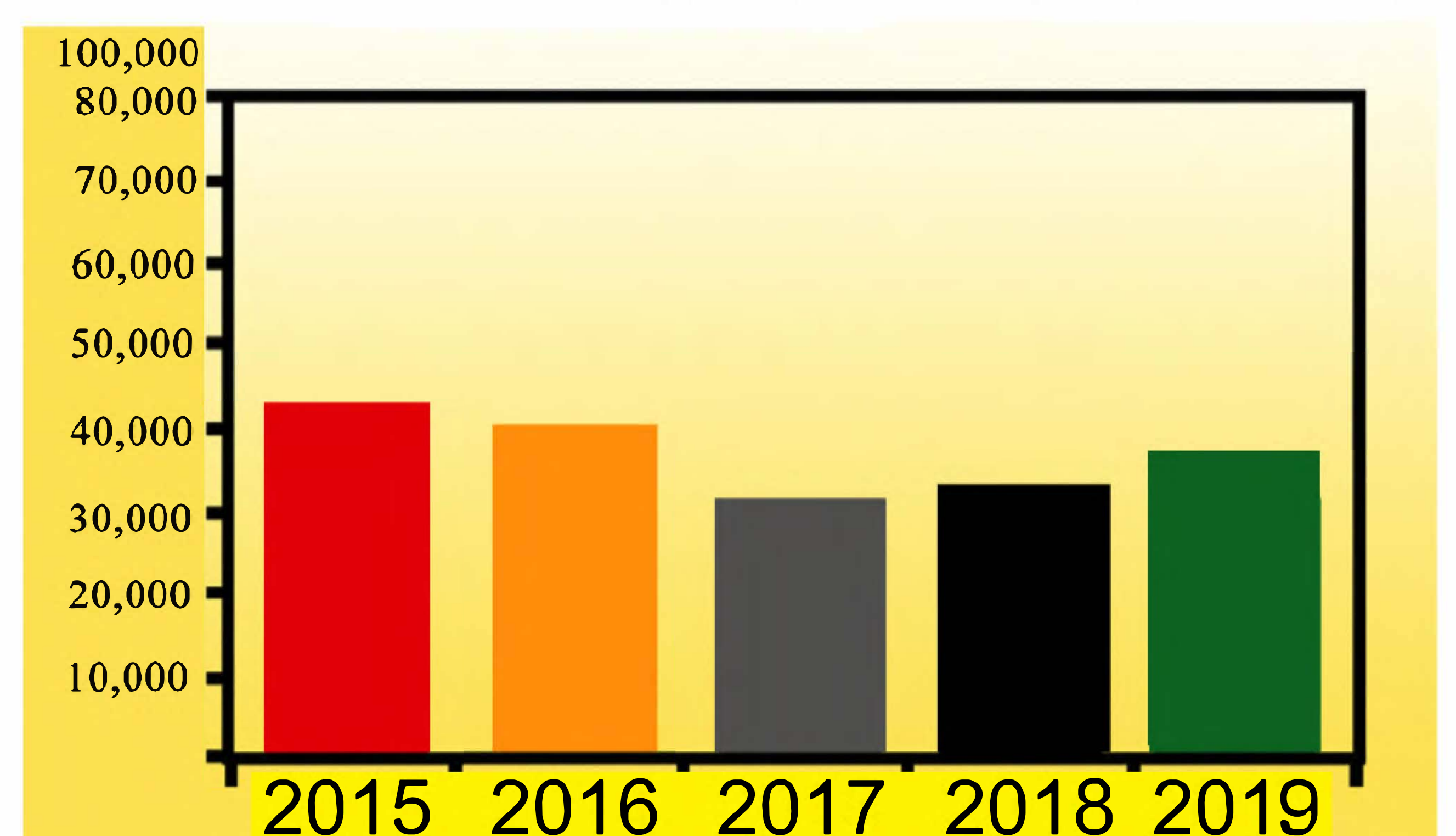
INCOME

CHART C: ANNUAL HOUSEHOLD INCOME



DEMOGRAPHICS

IFOL FIVE YEAR ATTENDANCE HISTORY



The goals and activities of the IFOL make it the only one of its kind in the country. This event has a history of attracting tens of thousands of people annually. It provides sponsors with numerous branding opportunities to reach a diverse global market.

Our expected turnout for IFOL 2020 is above 50,000 in ticketed area and over 10,000 outside.

Researchers established several statistics and divided the categories by age, income, ethnicity/nationality and gender.

IFOL SPONSORSHIP PACKAGES:						
	TITLE PARTNER	PLATINUM PARTNER	GOLD PARTNER	SILVER Partner	Bronze Partner	Supporting Sponsor
The event will be widely promoted in the following manner: Welcome to the 23rd *Annual [The Name of Your Company/Brand Here] OR You are invited to the 23rd *Annual [The Name of Your Company/Brand Here] International Festival of Life	➤	➤				Benefits to be customized
ON SITE	➤	➤				
*Company brand/product exclusivity at IFOL						
display on upper panel stage front of IFOL International Stage and Health Stage						
*IFOL Gospel/Educational stage	(Dimensions to be announced)	12’x4’	Lower Stage Int. Stage	On site Banner	On site Banner	
*Personalized hospitality tent/suite in proximity of International Stage	➤	➤	➤	➤	certificate	
*IFOL commemorative plaque in recognition of the Sponsor	➤	➤				
*IFOL exhibit space	40’x40’	20’x20’	20’x20’	10’x10’	10’x10’	
*On-site promotion with company name/logo 2-3 weeks in advance of IFOL	➤	➤				
*Company banner display in strategic locations on IFOL grounds	100	50				
*T-shirts promoting the company name/logo	1,500	1,000				
*IFOL General Admission tickets	2,000	1,000	400	100	50	
*IFOL VIP passes	100	40	30	6	4	
Daily on stage greetings at IFOL by Sponsor’s representative	➤	➤	➤	Occasional	Occasional	
TELEVISION						
*Mention as Sponsor on paid television spots such as: ABC 7, NBC 5, CBS 2, CNN, BET, TV1, FOX, VH1, WGN 9 and CLTV	min. 600 All networks mentioned	min. 200 ABC 7, NBC 5, CBS 2, WGN 9 and CLTV	min. 200 ABC 7, NBC 5, CBS 2, WGN 9 and CLTV	min. 100 ABC 7, NBC 5, CBS 2, WGN 9 and CLTV		
*Recognition as Sponsor of IFOL in televised interviews and talk shows	➤	➤				
INTERNET PROMOTIONS						
*Company name/logo as Sponsor on IFOL banner	➤				➤	
*Company name/logo as Sponsor on main page of FESTIVALOFLIFE.CO	➤	➤	➤	➤	➤	
*One full-page ad in magazine section of FESTIVALOFLIFE.CO	➤	➤	➤	➤	➤	
*Link on FESTIVALOFLIFE.CO to Sponsor’s website	➤	➤	➤	➤	➤	
STREET PROMOTIONS						
*Company name/logo as Sponsor on banners on CTA buses and trains	➤					
*Company name/logo as Sponsor on billboards	➤					
*Company name/logo on official IFOL flyers	250,000	200,000	200,000	200,000		
*Company name/logo on official IFOL posters	10,000	5,000	5,000	1,000		
*Company name as Title Sponsor in the official IFOL press release	➤					
RADIO PROMOTIONS						
*Tags as the Sponsor on paid radio spots at (1)WGN AM, (2)B-96, (3)WBBM AM, (4)WGI FM, (5)V-103 FM, (6)POWER 92 FM, (7)WXRT and (8)WVON AM	Min. 1000 All plus Latin radios	Min. 600 4,5, plus Latin	Min. 300 8	Min. 150 4 plus JAZZ fm plus Latin		
*Recognition as Sponsor of IFOL in radio interviews and talk shows	➤	➤				
*Acknowledgement as Sponsor in ALL radio announcements	➤	➤				
PRINT MEDIA						
*Company name/logo as Sponsor on paid display ads in local newspapers	➤	➤	➤	➤	limited	
*One full page ad in IFOL magazine	➤	➤	➤	➤	➤	
*One full page greeting in IFOL magazine with photo representing the Sponsor	➤	➤	➤	➤	➤	
Mention as Sponsor in all releases to the press	➤	➤	➤	➤	➤	
*Opportunity to promote participation in our own advertising campaign	➤	➤	➤	➤	➤	
*Special article in IFOL Mgzine	➤	➤	➤	➤	➤	



MEDIA

28th International Festival of Life
JULY 3RD – 5TH , 2020 - Washington Park Chicago

- * Network
- * Local & Major TV
- * Internet streaming broadcast (1-3 hours)
- * Pre-Media Promotions /Publicity
- * Promotion & Marketing

The IFOL has a well-planned promotional and branding strategy to maximize sponsorship partners, brand. This includes onsite interaction and participation. Our public relation packages comprises of sponsored and paid advertisements, community outreach programs, public interaction (survey) and electronic, social and print media. Among them: NBC 5- Chicago, WLS-TV7, CBS-2, FOX 32, WGN, Chicago Tribune, Chicago Sun-Times, Chicago Reader to name a few.

50 Million Impressions Generated by our
PRE & POST Marketing Campaign.





SPONSORSHIP

28th International Festival of Life
JULY 3RD – 5TH , 2020 - Washington Park Chicago

THREE/FIVE YEARS AGREEMENT

_____	Title - \$ Market Value to be discussed	_____	Presenting Sponsor- \$75K
_____	Gold/Stage Sponsor- \$50K		Silver Partner - \$30K
_____	Bronze Sponsor - \$15K		Supporting Sponsor - \$5,000

NOTE: MULTIPLE YEAR SAVINGS WHEN YOU ARE REGISTERED AT A PARTNERSHIP LEVEL OF \$30K AND ABOVE.
- A THREE-YEAR PARTNERSHIP GIVES YOU A 10% DISCOUNT PER YEAR ON THE ORIGINAL COST
- A FIVE-YEAR PARTNERSHIP GIVES YOU A 20% DISCOUNT PER YEAR ON THE ORIGINAL COST.
YOU WILL BE GIVEN FIRST RIGHT OF REFUSAL WHEN AGREEMENT EXPIRES!

I, the duly authorized undersigned, having carefully read the Sponsorship Proposal Packet, do hereby agree to enter into a contract with Martin’s International by signing this form to provide sponsorship for the 28th Annual International Festival of Life July 3 - 5, 2020 and the following _____ years for a total of three _____. I will abide by the specifications found in this Sponsorship information. In addition, Martin’s International agrees to supply sponsor with a more defined invoice agreement with complete benefits before any payment is made for the partnership. This form is only an accepting form that confirms the level of sponsor’s commitment, until the full benefits are detailed in Martin’s International agreement and invoice.



Please return this form via email- festoflife@gmail.com or to the following address as soon as possible;
Martin’s International, 1325 South Wabash Avenue, Suite 307, Chicago, Illinois 60605, and Attn: Branding Director.
Once this form is received, you will be contacted regarding your artwork and other sponsorship specifications.

NAME: _____
TITLE: _____
COMPANY: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
E-MAIL: _____ WEBSITE: _____
SIGNATURE: _____ DATE: _____

Your company sponsorships will be included in our ongoing branding and promotional materials within 72 hours, after the official agreement has been signed by both parties.



BRINGING NATIONS TOGETHER ★ LIVING TOGETHER AS ONE
 A CELEBRATION OF AFRICAN / CARIBBEAN / HISPANIC / LATINO & AMERICAN CULTURE

**PREVIOUS STRATEGIC
MARKETING PARTNERS**

- Chicago Park District
- NBC Chicago
- American Airlines
- Susan G. Komen For The Cure
- Bank Of America
- Amway
- US Bank
- NASCAR
- Sprint/Nextel/Motorola
- Trump Casino Hotel
- Majestic Star Casino
- Dodge/Chrysler/Jeep
- Jamaica Tourism Board
- Sandals Resorts
- Pepsi
- Crest
- Gatling Community Development, Inc.
- Western Union
- MoneyGram
- McDonald's
- Ameritech
- AT&T
- Walmart
- Walgreens
- Air Jamaica
- CBS 2 Chicago
- WGN TV 9
- Star Planet TV
- Clear Channel
- WYLL 1160 AM
- V-103 102.7 WVAZ FM
- WGCI 107.5FM
- Gospel Radio 1390 AM
- University Of Chicago

**@ Martin's
CULTURE IS OUR PASSION**

Martin's International Culture, Inc. extends special thanks & appreciation to previous Strategic Marketing Partners who over the past years have stood by us side by side and contributed to the overall success of each International Festival Of Life (IFOL). Without their various levels of repeated commitment to the preservation of culture, the IFOL and other Martin's events would not be possible. If by chance or intent you are reading this proposal, it is our hope you will support our mission to create culturally enriching community programming on an annual basis. Join the process this year, become a Strategic Marketing Partner for the 23rd International Festival Of Life.

MEDIA BRANDING
TELEVISION RADIO

- | | |
|--|--|
| ABC 7
NBC 5
CBS 2
WGN 9
<u>WFLD-FOX</u> 32
BET
CNN
CLTV | WGN AM
WGCI 107.5 FM
<u>V-103</u> 102.7 FM
WXRT 93.1 FM
POWER 92.3 FM
B96 96.3 FM
WBBM 780 AM
WVON 1450 AM
LATIN RADIO TBD |
|--|--|