



The International Festival USA

iFEST USA

The logo for The International Festival USA is centered in a blue rectangular box. It features a globe composed of various national flags, with a blue ring encircling it. The text "The International Festival USA" is written in white, curved letters above the globe, and "iFEST USA" is written in white, bold, sans-serif letters below the globe.



OFFICIAL EVENTS

Sign up online for THE iFEST USA Events and Updates to receive the latest THE iFEST USA information and announcements including lounges and parties.



The iFEST USA Main Stage

The International Festival USA stage celebrations will advance the goal of sharing the various diverse cultures and traditions of the world; featuring traditional cultural crafts, storytelling, demonstrations, music and dance, poetry, art, and fashion.

International Business Expo & Keynote

Stop by community booths to learn about organizations and companies who serve the diverse community. The International Festival USA fosters good will relations with other countries in an effort to stimulate international trade.

- International Trade & Global Business
- Doing Business with the U.N. & An Introduction to the World Bank
- Globalize Your Business & Create an Export Plan
- Live product, service demonstrations, and sells
- Distribution of product samples

International Shopping Market & Art Village

Accessories | Arts & Crafts | Clothing | Cultural Instruments | Gifts | Home Goods | Jewelry

Parade of Chariots

The Parade of Chariots partners with The International Festival USA to celebrate the diversity of our city and will spotlight three authentic hand-pulled wooden chariots and traditional Puri chariots that were crafted in India.

The parade will kickoff the festival with a Texas flavor but authentic to the events held in India.

World Tour Experience

Come explore and tour the different cultures around the world. You can play games to learn cool new facts about the countries around the world.

Tower of Americas

Located in the center of The International Festival USA, is the 20-foot-tall Tower of Americas. The Tower of Americas provides guests the most spectacular view of our community's birth cultures. This project is produced by artists of different genres and people of various cultural backgrounds.



iFEST USA

The mission of
The iFEST USA is to:

- Promote an awareness and understanding of other cultures represented in our communities.
- Celebrate our city and state's cultural & ethnic diversity.
- Provide a venue for building strong relations between our native and foreign-born residents.
- Build a cooperative network among our various ethnic communities.
- Promote the Houston area as a place of cultural diversity to impact positive tourism and the economic development of our region.

This is the event that displays the vast cultural range of the residents in our City and State. The Festival brings our communities together in dynamic celebratory interactions showcasing the colorful traditions, arts and world views of the international community's birth cultures.

ABOUT

The International Festival USA, also known as "The iFEST USA" is widely regarded as The Official Celebration Of Multiculturalism And Diversity, Leader of the National Celebration of The United Nations World Day for Cultural Diversity for Dialogue and Development, and home of the famous Joe Sample Soundstage.

The International Festival USA promotes learning and information exchanges in support of peace, love, and friendship. The International Festival USA is the largest and most prominent global project for promoting world geography, traditions and cultures. This globally acclaimed festival of Tradition and Culture is dedicated to cultivating and educating the world, creating a platform to share cultural heritage with individuals from around the world.

The International Festival USA is a leading tradition in Houston Texas, the single most ethnically diverse region in the country, bringing together thousands of local, national, and international supporters who return year after year.

The Festival showcases exceptional exhibits and performances from representatives of diverse nationalities.

Each year, the festival sets new benchmarks in the quality and numbers of participants; national exhibitors, food and bazaar vendors, cultural performers, service organizations, corporate sponsors, and volunteers. On festival Day, festival goers from across Texas and abroad, who may never have a chance to travel to or experience other world cultures, learn about them firsthand during their world tour experience under one roof.

The International Festival USA focuses on five major cultural areas: African American, European, Asian, Latino, and Native American, with many nationalities represented within them.

Participating Countries includes: Bahamas, Cambodia, China, Colombia, Costa Rica, Cuba, Dominican Republic, Ethiopia, Ghana, Haiti, India, Jamaica, Japan, Mexico, Morocco, Native America, Nigeria, Palestine, Peru, Philippines, Poland, Puerto Rico, South Africa, Spain, St. Lucia, Taiwan, Trinidad, Turkey, US Virgin Islands, Venezuela, Vietnam.





iFEST USA

Unity of Nations and International Awards Ceremony



Houston's International and Multicultural Leadership stand together to represent the cultural diversity that makes up our international community. Dressed in authentic traditional clothing, representatives from each country offer a greeting in their native language and proudly carry their flag.

International Leadership Award

Through the Excellence in Diversity & Inclusion in The International Leadership Award, The International Festival USA celebrates outstanding institutions, organizations, and individuals who have developed inclusive practices that increase access, foster diversity and inclusion in international education, and promote an inclusive environment for our international and cultural community.

Global Humanitarian Award

The Global Humanitarian Award recognizes and celebrates outstanding individuals who represent The International Festival USA's mission to diversify global education and demonstrate a commitment to foster diversity and inclusion in global education through their studies, community engagement, or community building efforts, writ large.





iFEST USA

The International Festival USA Celebration of the United Nations World Day for Cultural Diversity for Dialogue and Development

The International Festival of the United States of America, widely regarded as “The Nation’s Official Celebration of Multiculturalism and Diversity” officially celebrates that special day: back in 2002, when the United Nations General Assembly chose May 21st as the “World Day for Cultural Diversity for Dialogue and Development” in its Resolution 57/249, This celebration is held in tandem with The Asian American and Pacific Islander Heritage Month at Houston’s City Hall.

Featured guests included: The Honorable Mayor Sylvester Turner; Gina Belafonte, daughter of the iconic Harry Belafonte and Executive Director of Sankofa.org; Dr. Judy Cheng-Hopkins, former United Nations Assistant Secretary General for Peacebuilding Support; The Honorable Paula Boland, Chair of the United Nations USA National Council; Dan Stoecker, President of UNA-USA Houston; Antonio Arellano, Human Rights Advocate; Hideo Fukushima, Consul General of Japan; The Honorable Gabriel Volpi, Consul General of Argentina and Dean Consular Corps; Congresswoman Sylvia Garcia; Congresswoman Lizzie Fletcher; The Honorable Dr. Teta Banks, Executive Board Member of the World Federation of the United Nations Associations; Ellen Goldberg, former President of Sister Cities of Houston; Martin Cominsky, President and CEO of Interfaith Ministries for Greater Houston; and Mistress of Ceremony Lisa Trapani Shumate, Associate VP and General Manager of Houston Public Media.



iFEST USA



JOE SAMPLE SOUNDSTAGE

The Joe Sample Soundstage will feature annually at The International Festival USA, to raise awareness in Houston's international community of the virtues of music as a force for peace, unity, dialogue, and enhanced cooperation among people, as well as an educational tool.

The Joe Sample Soundstage is an internationally recognized world-class jazz landmark, officially named in honor of the legendary Joe Sample, an acclaimed American composer, virtuoso, and musician. The Joe Sample Soundstage is famously known as a destination for intimately experiencing the best jazz, classical, and blues music in the world.





iFEST USA

WHAT'S NEARBY

Restaurants

Phoenicia Specialty Foods - Downtown 0.07 miles
Quattro 0.09 miles
The Lake House 0.12 miles

Bars

Pappas Bros. Steakhouse - Downtown 0.13 miles
Reserve 101 - 0.18 miles
The Dirt - 0.19 miles

Entertainment

Discovery Green - 0.00 miles
George R Brown Convention Center - 0.19 miles
The Rustic - 0.19 miles
Toyota Center - 0.19 miles
Culture - 0.19 miles
House of Blues Houston - 0.21 miles

Hotels

Four Seasons Hotel Houston - 0.09 miles
Hilton Americas-Houston - 0.19 miles
Marriott Marquis Houston - 0.19 miles
Westin Houston Downtown - 0.25 miles

Health & Beauty

Spa at the Four Seasons 0.09 miles
Sunset Body Works 0.43 miles
FIT 2.34 miles

Shops

Houston Pavilions - 0.28 miles
WeWork Houston - Downtown 0.37 miles

The iFEST USA Nightlife

Get your International Festival USA experience in Midtown/Downtown Houston at THE iFEST USA. Lounges, Parties, and other events are held to officially celebrate Houston's multiculturalism and diversity.

Mix and mingle with other cultures while enjoying live music, an open bar, and special surprises.



iFEST USA

INTERNATIONAL CULTURAL FOOD AND CUISINE

Visit our Cultural Food Truck Lane and International Cuisine Market to indulge in for-sale cuisine and treats:

- African
- American
- Asian
- Bakery
- Candy
- Catering
- Chinese
- Deli
- Dessert
- East African
- Gluten-Free
- Grocery
- Halal
- Indian
- Italian
- Kid-Friendly
- Locally-Sourced
- Mediterranean
- Mexican
- Moroccan
- Organic
- Vegan/Vegetarian
- Vietnamese





THE IFEST USA



IFEST USA

DEMOGRAPHIC ANALYSIS

The International Festival USA is always looking for the right event partners to reach our target audience. The International Festival USA is a multicultural festival attracting people from the US, Mexico, Australia, Asia, and Europe. The festival offers cultural art, food, and entertainment.

Aligning your business with The International Festival USA is good for business. Your association with the official celebration of multiculturalism and diversity can help you reach and impact thousands of educated, affluent, and culturally-savvy attendees, and create brand experiences in a non-traditional way.

Quick Glance at The International Festival USA Demographics

Age of Festival Patrons

- 32% - 25 to 34
- 19% - 35 to 44
- 30% - 45 to 54
- 19% - 55+

Gender

- Male 45%
- Female 55%

Ethnicity

A Multi-ethnic, multi-cultural, multi-generational open to the general public event

Average Income

65% report a household income greater than \$60,000

Other demographics

- 50% excited for the experience
- 90% very likely to recommend to friends and family
- 61% identified a festival sponsor
- 77% patronized vendors while attending the festival
- 72% spent between 2-5 hours at the festival

TITLE SPONSOR: \$50,000+

The Partner/Title Sponsor benefits include:

- The iFEST will be titled as “The iFEST International Festival, presented by “Your Company’s Name” or the title sponsor’s company name can be used as the presenter of the event such as “Company Name” presents The iFEST International Festival.
- The Partner/Title Sponsor’s name (40% of the size of the main title, “The iFEST International Festival” will appear in all official promotional materials and the schedule of events given to all Festival visitors.
- The sponsor’s name and/or logo will be featured on all printed and broadcast Festival publicity (including: T-shirts, over street banner/Festival banners, social media banners, event website, radio/television commercials, and on PSAs issued).
- The company’s banner will be featured over the stage (a 6x12-foot horizontal banner, provided by the sponsor; this will be the most prominent banner on the stage). The banner should read “The iFEST International Festival presented by” Company Name”
- Acknowledgment from the stage by Festival organizers.
- A booth provided at the Festival in a strategic location (including a head table at entrance). There will be only one Partner/Title Sponsor. (The first contributor at this level will be the official Partner/Title Sponsor.)
- Rights to use The iFEST International Festival logo/service mark on your own publicity and rights to develop ad campaigns/promotions featuring: said logo/association for the time period of 12 months; two months prior to and 10 months following the event. (The Festival Director reserves the right to preview sponsors’ promotion of this kind to ensure appropriate use of the Festival’s name/concept.)
- 100 free individual VIP admission passes to The iFEST International Festival

SPONSOR OPTIONS

PLATINUM SPONSOR : \$20,000

Platinum Sponsor benefits include:

- Name and/or logo featured on all printed Festival publicity material
- A company banner (or logo) will be featured over the stage (a 2x4-foot horizontal banner, provided by the sponsor). This will be the second most prominent banner on the stage.
- Recognition on the schedule of events given to all Festival visitors and on all official promotional materials
- Acknowledgment from the stage by Festival organizers
- A booth provided at the Festival in a strategic location
- Rights to use The iFEST logo/service mark on your own publicity and rights to develop ad campaigns/promotions featuring said logo/ association for the time period of 12 months: two months prior to and 10 months following the event. (The Festival Director reserves the right to preview sponsors’ promotion of this kind to ensure appropriate use of the Festival name/concept.)
- 100 free individual Festival admission passes will be given to a Platinum Sponsor

GOLD SPONSOR : \$15,000

Gold Sponsor benefits include:

- Company’s banner featured on the stage (a 2x3-foot horizontal banner, provided by the sponsor). This will be the third most prominent banner on stage.
- Acknowledgment from the stage by Festival organizers
- A booth provided at the Festival in a strategic location
- Recognition on the schedule of events given to all Festival visitors and on all official promotional materials
- Rights to use The iFEST International Festival logo/service mark on your own publicity and rights to develop ad campaigns/promotions; featuring said logo/association for the time period of twelve months: two months prior to and ten months following the event. (The Festival Director reserves the right to preview sponsors’ promotion of this kind, to ensure appropriate use of the Festival’s name/concept.)
- 75 free Festival VIP admission passes will be given to a Gold Sponsor
- Being a major part of the State’s largest cultural event

SILVER SPONSOR : \$10,000

Silver Sponsor benefits include:

- A booth provided at the Festival site
- A company banner may be displayed at the Festival site if desired (a 2x3-foot horizontal banner provided by the sponsor)
- Acknowledgment from the stage by Festival organizers
- Recognition on the schedule of events given to all Festival visitors and on all official promotional materials
- 20 free VIP admission passes to the Festival
- Being a major part of the State’s largest cultural event

BRONZE SPONSOR: \$5,000

Bronze Sponsor benefits include:

- Recognition on the schedule of events given to all Festival visitors and on all official promotional materials
- Acknowledgment from the stage by Festival organizers
- 15 free VIP admission passes to the Festival

DIGITAL SPONSOR : \$3,000

Digital Sponsor benefits include:

- Recognition as a Sponsor on The International Festival USA webpage with link to company’s website and logo. This benefit is limited to one event for one year
- Recognition as a Sponsor on the The International Festival USA Social Media Networks, with link to company’s website and contact information

CORPORATE PATRON: \$1,000

Corporate Sponsor benefits include:

- Recognition on the schedule of events given to all Festival visitors
- 10 free admission passes to the Festival
- Being a major part of the State’s largest cultural event



SPONSORSHIP AGREEMENT

iFEST USA

Please check the applicable Sponsorship Level

- | | |
|--|--|
| <input type="checkbox"/> Partner/Title Sponsor \$50,000+ | <input type="checkbox"/> Bronze Sponsor \$5,000 |
| <input type="checkbox"/> Platinum Sponsor \$20,000 | <input type="checkbox"/> Digital Sponsor \$3,000 |
| <input type="checkbox"/> Gold Sponsor \$15,000 | <input type="checkbox"/> Corporate Patron \$1,000 |
| <input type="checkbox"/> Silver Sponsor \$10,000 | <input type="checkbox"/> Other/Customize Sponsorship: \$ _____ |



Name of Company _____

Phone No _____ Fax No _____

Email _____

Address _____

Contact Name _____ agrees to purchase the _____ Sponsorship for \$ _____

(Level)

Enclosed is a check payable to Youth Y.A.H.O.O. INC.

- Full Payment Partial Payment of \$ _____

Signature _____

Position/Title _____

Please mail this agreement and payment to:
YOUTH Y.A.H.O.O. INC., P.O. 130983, Houston TX 77219-0983

*The International Festival USA uses proceeds from the festival for year-round arts and cultural education programs for grade level students in the Greater Houston area and abroad.
We invite you to consider partnership of The International Festival USA, held annually in Downtown Houston.
We trust you'll see the potential returns of your company's festival participation.*



iFEST USA

The International Festival USA

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