



Goombay Festival 2024

Back to Our Roots

Dear Sponsor,

We are excited to invite you to support the Goombay Festival 2024, a beloved annual celebration hosted by the YMI Cultural Center. This year's festival will take place from September 27th to 29th, with a special grand opening of the YMI Cultural Center on September 26th.

The Goombay Festival is a cornerstone of Asheville's cultural scene, drawing over 20,000 attendees each fall. As a free community event, it relies on the generosity of sponsors like you to cover essential costs. Our fundraising goal this year is \$150,000, and your support is crucial to reaching this target. By sponsoring the festival, you not only contribute to its success but also demonstrate your commitment to our shared values and the vitality of Asheville.

Since its inception in 1984, Goombay has grown into one of Western North Carolina's most significant cultural festivals and is unique in its scope throughout the state. The festival plays a key role in boosting local tourism and economic activity, benefiting hotels, vendors, breweries, and retailers. It also garners national media attention, showcasing Asheville on a broader stage.

We invite you to join us in making Goombay Festival 2024 a memorable event. For more details or to discuss sponsorship opportunities, please visit www.YMICulturalCenter.org or contact a Goombay Committee Member at Info@YMICulturalCenter.org.

Thank you for considering this opportunity to support our community and celebrate our cultural heritage.



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SPONSORSHIP LEVELS

Level 1

Any contribution between \$500 and \$5,000

- Company logo and sponsorship level on marketing materials

Level 2

Any contribution between \$6,000 and \$10,000

- Signage/banner opportunities
- Company logo and sponsorship level on marketing materials
- Social media recognition

Level 3

Any contribution between \$11,000 and \$20,000

- Signage/banner opportunities
- Company logo and sponsorship level on marketing materials
- Access to corporate VIP tent
- Social media recognition
- Main stage mentions
- Promotional tent

In-Kind

- *Equipment sponsors to offset talent expenses*
- *Travel accommodation sponsorships for entertainment*
- *Complimentary guest rooms for performers*