

SUMMER CULTURE FEST SAN DIEGO 2024



PRESENTED BY DEVOTED TO YOUTH FOUNDATION

About the Event



Event Name and Date

Culture Fest San Diego will take place during Summer 2024 at one of the most high traffic parks in the city.



Event Purpose

The funds raised at the event will go towards helping military families and widows that are suffering hardship and currently unable to generate enough income for their households.

We plan on having an event with a suggested donation of funds or non perishable goods. During the festival we also plan on hosting a food drive for Military Families and Veterans.



About the Event

A place to enjoy delicious foods from around the world while watching diverse folk shows, singers and dancers from different countries. Take a break between meals and go shopping from ethnic artisans and crafters participating in the festival.

Our event is a cultural and educational experience like no other in which our vendors are encouraged to present the best of the best from their countries to everyone attending.

Embark on a global journey of diversity and unity. Culture Fest SD is a celebration of cultures, traditions, and the rich tapestry that makes our world so unique. Experience a day filled with cultural performances, authentic cuisine, and a melting pot of shared experiences.

A event with a purpose, where everyone can enjoy, have fun and be part of helping others.

Event Details



Food
FOOD FROM MULTIPLE COUNTRIES



Arts & Craft
ETHNIC ARTISANS AND CRAFTERS



Beer Garden
DRINKS AND BEVERAGES FROM AROUND THE WORLD



Performances
DIVERSE FOLK SHOW WITH SINGERS AND DANCERS



Kids Area
INFLATABLES AND RIDES



Adult Games
CORNHOLE TOURNAMENT AND MORE

Our Mission

Our program initiatives focus on helping families with immediate necessities but also provide support so that those who need help have the autonomy and resources to get out of a situation of need and a start to a better life.

Business Opportunity Funds

PROVIDE UNDERPRIVILEGED FAMILIES A PLATFORM, TOOLS AND EDUCATIONAL SERVICES FOR THEIR BUSINESS.

Military Food Relief

FOOD, PERSONAL AND HYGIENE PRODUCTS GIVEAWAY FOR VETERANS AND MILITARY FAMILIES

Global

SEND RESOURCES TO AREAS THAT ARE IN EXTREME POVERTY AND IN RISK OF LOSING HUMAN RIGHTS.

Educational/Recreation Bus

RENOVATE A BUS THAT CAN SERVE AS RECREATIONAL MOBIL CENTER FOR AREAS WITHOUT RESOURCES.

Thanksgiving Food Giveaway

HOLIDAY MEAL DELIVERIES FOR FAMILIES THAT CAN NOT AFFORD.

Emergency Assistance to Disaster Areas

CONTINUE SUPPORTING OUR ABROAD CAUSES WITH UKRAIN, BRAZIL AND TURKEY PROJECTS.

Child Care

FUNDS TO FAMILIES THAT NEED HELP WITH CHILD CARE

Sustainable Food DTY Center

CULTIVATE A FOOD SYSTEM TO NOURISH INDIVIDUALS, COMMUNITIES, AND THE ENVIRONMENT.



Exposure



Virtual Coverage

Together our social media has reached more than 100k since June 2023. With our events and marketing strategies we are rebuilding the image of our foundation and our communication channels. Our email list has over 10k of San Diego Locals collected only in the past 9 months. Our websites pointlomafarmersmarket.com and devotedtoyouth.org have daily traffic of 100 + people. Our goal for 2024 is to be able to double these numbers.



Media Coverage

In 2023 we used our personal connections to promote our causes and partners. Appearing on multiple TV Channels, Radio stations, Magazines and Newspapers. This year our team intends to continue with our advertising partnerships.

Some of our 2023 Media Appearances:

- CBS 8 - Devoted to Youth Foundation (Studio*)
Point Loma Farmers Market (Local*)
Brazilian Day Festival (Local*)
Halloween Event (Local*)
Winter Festival (Local*)
- Fox 5 - Point Loma Farmers Market (Local*)
(Studio*)
Brazilian Day Festival (Studio*)
Halloween Event (Studio*)
Winter Festival (Studio*)
- ABC 10 - Point Loma Farmers Market (Local*)
Brazilian Day Festival (Local*)
Halloween Event (Local*)
Winter Festival (Local*)
- NBC 7 - Point Loma Farmers Market (Local*)
- Point Loma Lifestyle Magazine - Point Loma
Farmers Market and DTY (Cover and Monthly
Add *)
- San Diego Magazine (Article *)
- Soul Brazil Magazine - Brazilian Day F (Article *)
- San Diego Reader Newspaper - PLFM (Article *)
- Peninsula Beacon Newspaper - PLFM and
Brazilian Day Festival (Article *)



Event Budget Cost

Estimate Details

Time: 12 am - 8 pm
Date: June 2024
Location: San Diego, California - USA

No.	Description	Price
1.	Location and Permits	\$1.5k
2.	Sound	\$-
3.	Fencing	\$300
4.	Portable Restrooms	\$880
5.	Temporary Power	\$100
6.	Washing Station	\$800
7.	Security	\$800
8.	Staff	\$2,6k
9.	Marketing	\$2k
10.	Dumpster	\$800
11.	Transportation	\$1k
10.	Beer Garden	\$2k
Total:		\$12,780

Event Map!



- Vendors
- Beer Garden
- Tables & Chairs
- Kids Zone
- Restrooms
- Dumpster
- 3 C. Sink
- ID Check Point
- Info/Entrance



Sponsor Packages

According to a survey from NonprofitsSource.org , "90% of companies indicated that partnering with reputable nonprofit organizations enhances their brand."

What can you expect?

- Increasing awareness around a new product launch
- Reach out to a new target audience
- Increasing brand awareness with an existing audience
- Building relationships and engaging with a relevant community
- Repositioning a brand that has become stagnant
- Aligning a brand with social responsibility/CSR initiatives
- Tax Deductible Donation



Sapphire Sponsor \$15,000

- Assigned Prime booth space at Event.
- Corporate Flyer at information booth weekly at Point Loma Farmers Market.
- Logo and QR code in marketing materials (tickets, print advertising, posters, banners, staff shirts...).
- Stage Mention, Logo and QR Code on main banner.
- Logo and mention on e-mail blasts and newsletter.
- Corporate logo with redirection link on devotedtoyouth.org and all event pages.
- Social Media mention, post and repost.
- Verbal acknowledgment on media coverage.
- Corporate Logo/info on 20k Flyers distributed to San Diego.



Diamond Sponsor \$10,000

- Assigned Prime booth space at Event.
- Corporate Flyer at information booth weekly at Point Loma Farmers Market.
- Stage Mention, Logo and QR Code on side banner.
- Corporate logo with redirection link on Devotedtoyouth.org and all event pages.
- Social Media Repost.
- Verbal acknowledgment on media coverage.
- Corporate Logo/info on 10k Flyers distributed to San Diego.



Platinum Sponsor \$7,000

- Assigned Prime booth space at Event
- Corporate Flyer at information booth weekly at Point Loma Farmers Market.
- Corporate logo with redirection link on Devotedtoyouth.org and all event pages.
- Logo on Stage side banner.
- Social Media Repost.
- Corporate Logo/info on 5k Flyers distributed to San Diego.



Gold Sponsor 5,000

- Assigned Prime booth space at Event
- Corporate Flyer at information booth weekly at Point Loma Farmers Market.
- Corporate logo with redirection link on Devotedtoyouth.org and all event pages.
- Social Media Repost.
- Corporate Logo/info on 1.5k Flyers distributed to San Diego.



Silver Sponsor 2,500

- Assigned Prime booth space at Event
- Social Media Repost.
- Corporate Logo on 500 Flyers distributed to San Diego.



Bronze Sponsor 1,500

- Assigned Prime booth space at Event
- Social Media Repost.
- Corporate Logo on 250 Flyers distributed to San Diego.



I started Devoted to Youth Foundation out of my own personal experiences. I have always felt the desire to help children as I was in the very similar situation as a child in need.

I want to provide the youth the help and guidance that needed so badly as a kid. Even if I help one person I feel I'm on the right path

Devoted to Youth Foundation is a non-profit 501 (c) 3 organization, whose primary goals is to help underprivileged youth and families in need. By listening to each individual, we give more than just a donation, we strive to provide opportunities, hope and the tools for those who want a better life.

Brady G. P. Farmer

President DTY and CEO Bradley Cookes Catering

Thank you !

We are always sincerely grateful for the support of our current and future sponsorship partners, who are committed to helping our cause, strengthening families and building stronger, healthier and safer communities. Your collective generosity is what enables us to survive and prosper giving many families opportunities to be a part of a community that helps to shape them for a successful future.

Get In Touch



Associate your business to a legit cause that wants to change lives and give a future to a new generation

Devoted To Youth



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