



Village Market & Festival

Dance Together • Eat Together • Shop Together

2023

Sponsorship Opportunities

May 21, 2023 & October 2023
12PM – 7PM

Rhythms of the Village Back Lot
2279 North Lake Avenue
Altadena, CA 91001

Contact:

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Social  [@1rhythmsofthevillage](https://www.instagram.com/1rhythmsofthevillage)  [ROTVP](https://www.facebook.com/ROTVP)



Sign-up online:

<https://bit.ly/MarketFestival>

Market & Festival Participants

The Village Market & Festival has been a bi-annual community event since 2016. The event is produced by Rhythms of the Village, a family owned and operated store that serves as an intricate pillar of rich African heritage, art, and cultural accessories in Altadena, Pasadena and Los Angeles.

The Village Market & Festival is held in cooperation with businesses adjacent to Rhythms of the Village, including Oh Happy Days – an organic, vegetarian café & grocery store; and Freddy's Antiques & Estate Jewelry.

This family-friendly multigenerational event has grown from 200 attendees to over 1,500 in 2022 because of it's feel-good vibe and community support.

Ethnicities:

30% Hispanic, 35% Black, 25% white and 10% other

Ages:

< 12	13 – 19	20s & 30s	40s & 50s	60 +
10%	20%	25%	25%	20%



2022 Village & Market Festival

About The Village Market & Festival



Event Highlights

Theme:

Many cultures coming together as One Tribe

Free

It's free to attend and enjoy!

Makers Marketplace

50 + vendors

Live Performances

A magical lineup of multicultural performances by musicians, artists and interactive storytellers.

Tasty Foods

from various cultures

What: In The Village we dance together, we eat together, we shop together. It's important for our community to have opportunities to fellowship and grow together.

Where: Outdoors in the backlot at 2279 N. Lake Avenue, Altadena.

Who: 50+ vendors with jewelry, art and wearables. Most are Altadena locals with handcrafted items.

Performers representing various cultures and fusions, interactive storytelling, and The Village Family Band will perform live throughout the day on our stage.

Children's workshops and activities.



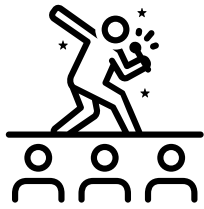
The Village Market & Festival Sponsorship Proposal



Available Sponsorships

Sign-up online:
<https://bit.ly/MarketFestival>

Sound & Stage



\$2,500

Sound equipment, stage
(1 available)

Benefits:

- Banner on stage
- 10 social media mentions
- Special email to our list
- 1 video snippet on IG/FB
- Link on website (6 months)
- Acknowledgments at event

Marketplace



\$1,500

Marketplace enhancement
(2 available)

Benefits:

- Two vendor spaces
- 10 social media mentions
- Link on website (6 months)
- Acknowledgments at event
- Logo on group banner



More Sponsorships

Kids' Workshops



\$500

Kids' workshops & activities
(1 available)

Benefits:

- 5 social media mentions
- Link on website (6 months)
- Acknowledgment at event
- Logo on group banner

Village Sponsor



\$250

Support the tribe of artists,
musicians, workers, and food
vendors who fuel this free
community event.

- Mention on web page
- Social media shout-out
- Logo on group banner

