

WHY SPONSOR US

Our Somali Cultural Festival celebrates and promotes **diversity** and **intercultural appreciation**, showcasing Somali culture with music performances from prominent Somali artists, dance, and poetry. **We expect 10,000+ people** (both Somali and non-Somali residents from Plymouth and **across the state of Minnesota** to attend, including the Plymouth city mayor and other elected Minnesota officials.

Your support will allow your company or organization to:

- Build relationships of trust with Hiddo Soor, our partners, and New American residents of Minnesota
- Support programs that are making an impact in the lives of Somali Americans living in Minnesota
- Offer products, services, and information to an underserved and untapped market

Your contribution goes beyond creating a space for connection after limited in-person programming throughout the pandemic. Sponsorship helps raise awareness of both your and Hiddo Soor's programming, which works to:

- Improve the health and well-being of Somali Americans by giving them access to opportunities to thrive as American citizens
- Reduce barriers to critical information such as how to navigate the immigration/refugee process, pay taxes, access housing, and more
- Invest in youth through arts programming to provide a safe and healthy environment outside of school and prevent substance abuse and delinquency

CONTRIBUTE

TODAY

TO MAKE A CHARITABLE CONTRIBUTION

The tax-deductible donation you provide through various sponsorship levels will be used to pay for artist fees, equipment, security, and various other activities at the event. Please do not hesitate to contact me with any questions or concerns:

mwardere@hiddosoor.org

HIDDO SOOR



Hiddo Soor International Organization was founded in 2021 as a non-profit with the goal of connecting Somali culture, literature, sports, and arts to the next generation. Located in Minneapolis, Hiddo Soor plans to make lasting change in the Somali American community in order to advance our heritage.

MISSION

Hiddo Soor ultimately plans to foster thriving communities where various disparities are addressed and Somali culture is celebrated, uniting younger and older generations through music, literature, and arts.

SOMALI

CULTURAL

FESTIVAL



THE FESTIVAL

5K attendees in 2023
10K attendees anticipated in 2024
June 22nd, 2024

HILDE PERFORMANCE CENTER
 PLYMOUTH, MN
 5-10 PM



FEATURING: Nimcaan Hilaac

Niman Abdourahman Hassan (also known as Nimcaan Hilaac) is a Somali singer and songwriter. He is the owner and founder of Hillaac Music Records, which holds 648K Instagram followers.

FEATURING: Hodan Abdirahman

With over 72K subscribers on YouTube, Hodan Abdirahman Osman is one of the most popular Somali artists among the nation. She entered the music scene in 2002 and rose to prominence through recording iconic and joyful songs that many Somali people know today.



YOUR CONTRIBUTION MATTERS

	Bronze \$1000	Silver \$2500	Gold \$5000	Platinum \$10,000
Organization name listed in program and other promotional materials, both print and electronic	●	●	●	●
Opportunity to provide pledge incentive prizes	●	●	●	●
Booth at event site to promote business or display/sample/sell	●	●	●	●
Logo placement in signage banner at event	●	●	●	●
Name of organization mentioned and recognized by emcee/artist		●	●	●
Verbal recognition of your company by directors of Hiddosoor during event			●	●
Large placement in partner signage banner at event			●	●
Premium placement of signage banner at the event				●
Company logo in promotional material (event website, flyers, tickets, posters, etc.)				●
Full-page recognition in the event program book				●
Speaking Opportunity – two-minute address by company representative				●

Sponsors will be marketed through:

- Event posters (5,000) and event flyers (10,000)
- Various FM and AM radio stations
- Social media platforms (Instagram, Facebook, YouTube)
- Hyperlink from Hiddo Soor’s website to your company’s website

Sponsorship Contribution Form

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Yes, we would like to be a:

PLATINUM PRESENTING SPONSOR
(\$10,000 tax-deductible donation)

GOLD VIP SPONSOR
(\$5,000 tax-deductible donation)

SILVER SPONSOR
(\$2,500 tax-deductible donation)

BRONZE SPONSOR
(\$1,000 tax-deductible donation)

We are unable to make a financial contribution but would like to provide in-kind support of:
\$ _____

Thank you in advance for your sponsorship! We hope to see you and yours at our 2024 Somali Cultural Festival.

Please complete this form and mail or email to:
mwardere@hiddosoor.org
3260 COUNTY ROAD 10 SUITE C
MINNEAPOLIS, MN 55429

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