



# 2024 FusionFest

# MEDIA PARTNERSHIP BROCHURE

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# EXECUTIVE SUMMARY

Leader Circle proudly presents FusionFest 2024, an exhilarating event celebrating the fusion of diverse cultures from around the globe. We are seeking **media partners** to join us in this vibrant cultural celebration, offering exclusive content, enhanced brand visibility, and engagement with a diverse audience passionate about cultural exchange and global unity.



# ABOUT US

## **Leader Circle (12914271 Canada Association)**

Leader Circle is a non-for-profit organization, which empowers leadership development in women, immigrants and visible minorities. We envision a future where diversity is celebrated, inclusion is the norm, and every voice has the opportunity to lead and inspire positive change.

## **Mission of FusionFest**

We promote cultures and arts through providing audiences with immersive experiences. We want the audiences to enjoy and celebrate the cultures from different communities.

## **Vision of FusionFest**

We envision a curious and inclusive community in which people from different communities have opportunities to participate in and celebrate cultures and arts.

# 2023 FUSIONFEST REVIEW

We have invited **200 +** audiences and over **20** Chinese and Ukrainian background artist groups to 2023 Leader Circle FusionFest. ([Event Video](#))

Our media channels, such as WeChat, LinkedIn, Website and Email lists have promoted FusionFest to **2000 +** people in our community. The total impressions were over **10,000**.



# 2024 FUSIONFEST DETAILS

**Dates:** September 28th 2024 (Exact Date TBD)

**Location:** Earl Bales Community Center, Toronto, ON

## Event highlight:

FusionFest is an annual cultural celebration that brings together communities to showcase their unique traditions through music, dance, visual arts, experiences, and workshops.

- The festival features performances from artist groups representing China, Ukraine, India, Brazil, and Indigenous communities Etc.
- Additionally, there will be an international marketplace where these artists can present and sell their works.
- We will design games for the audiences to participate with artists. Audiences will have opportunities to create their very own artistic passports through completing the games.

# TARGET AUDIENCE AND REACH

Expected Attendance: **500+** attendees

**Target Audience:** Families, cultural enthusiasts, students, educators, and community leaders.

**Age:** All ages, families, children, senior friendly

**Background:** Diverse ethnic background



# MEDIA PARTNER PACKAGE DETAILS

	Exclusive	Supporting
<b>Exclusive Content</b> First access to interviews with cultural leaders, performers, and personal stories of cultural exchange.	Y	N
<b>Exclusive Recognition</b> Up to 2 min promotional video and/or speech during the event program.	Y	N
<b>Logo Placement</b> Inclusion of your company logo along with Leader Circle logo on the event backdrop.	Y	N
<b>Prominent logo and brand placement</b> Shown on all marketing materials, including event banners, brochures, and the event website.	Y	Y
<b>Mentions</b> Inclusion in all press releases, social media posts, and email campaigns to subscriber list of over 2,000 individuals interested in cultural events and activities from diversified background	Y	Y
<b>On-site Presence</b> Complimentary booth space to promote your media outlet and engage directly with attendees.	Y	Y
<b>Free Passport</b> An artistic passports that reward attendees upon completing challenges and creating their very own arts with artists	5	2
<b>Expected Package Value*</b> The values are for your reference; we dont charge for media partners	\$1000	\$500



# MEDIA PARTNER ROI

**Massive Exposure:** Our media partners can promote to our large Leader Circle community, which has expanded to **2000 +** members. We are growing to over **4000** members with combination of new social media channels, such as Facebook, Little Red Book and Instagram etc, and partnership with local artistic organizations.

**Brand Awareness:** Our media partners can expand the audience bases by reaching diversified ethnic groups, such as Chinese, Ukrainian, Brazilian, Indian, indigenous communities etc.

**Educational Value:** Our media partners can provide educational value to your audiences by broadening understanding and appreciation for different cultures.

# MEDIA SUPPORT REQUEST

to Postmedia Network Canada Corp

FusionFest 2024 seeks the unparalleled media expertise and extensive reach of Postmedia Network Canada Corp to promote and highlight the fusion of cultures celebrated at the event.

## Interested media partners:

National Post 

Toronto Sun 

The Community Press 

## Deadline for media partners:

- Contract with media partners
  - September 1st, 2024
- Logo placement in all Leader Circle marketing channel:
  - September 20th, 2024

# MEDIA SUPPORT REQUEST

to Postmedia Network Canada Corp

## **Proposed Media Support:**

**Editorial Features:** In-depth articles and stories highlighting the mission of FusionFest, diverse artist groups, and the cultural experiences offered.

**Event Coverage:** Comprehensive on-site coverage by award-winning journalists to capture and share live performances, workshops, and the vibrant atmosphere of FusionFest.

**Promotion Across Platforms:** Strategic promotion using your print, online, and mobile platforms to share updates, interviews, and key highlights with a broader audience.

**Advertising Space:** Dedicated advertising space across your various media channels to promote FusionFest and drive audience engagement.

**Collaborations:** Joint social media campaigns to engage and inform your audience about the event, fostering greater visibility and interest.

**THANK YOU**

Please feel free to reach out if you are interested in the exclusive  
Media Partnership opportunities.

**CONTACT US**

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