



ComiFest

2021 Sponsorship

JULY 3, 2021 • COMO TEXAS



What is ComoFest?

The community of Lake Como Texas has a tradition of coming together to celebrate the 4th of July, with a kickoff block party on the 3rd of July. The block party consisted of blocking off Horne Street which runs directly through the middle of the neighborhood. This day is celebrated as a day of homecoming, as you would see friends and family that you may not have seen since last 3rd of July. This day really gives you a feel of nostalgia of a festive time of years past.

Over the years the narrative of what the 3rd of July represented was changed, in part due to a few bad apples from other neighborhoods. The overwhelming presence of the Fort Worth Police Department on this day began to grow larger every year. The uptick of manpower on foot, in patrol cars, on horseback and in recent years by drone, sent a message to the community that Como could not police itself and this has not gone over well with the residents in years past. So, due to the over policing on the 3rd of July the large block party crowds of the past were no more. In 2020, the year of the Black Lives Matter movement, the police presence was once again not received well by the community and tensions were very high. The residents have trust issues with the police considering the social climate of the past year and their own experiences with police in the past.

The 3rd of July was as important to Como as the 4th of July when the Como Day parade takes place. Realizing that something positive needed to be done, the members of Legacy Lake Como decided to ask the community what they would like to see in the community on the 3rd of July. From the feedback we received from the community and our quest to change the narrative of Como, the idea was to create a safe, family friendly event that could help build a partnership between the community and the Fort Worth Police Department and out of this effort ComoFest was born.

ComoFest is an organized day full of family friendly activities to celebrate the pride of our neighborhood while bridging the generational gap that exists between the young and old. This one-day, 8-hour event, will be held in the heart of the Lake Como Community and will mark the beginning of what we hope to be annual celebratory event and serve as a blueprint for other neighborhoods. ComoFest will include networking opportunities, cultural showcases, great food, good music, plenty of entertainment, a kid zone area as well as local business and food vendors. This is an all-inclusive event so everyone is welcome. We will also play it safe and ensure all Covid-19 preventive measures are in place. So, join us and be a part of making history on July 3rd, 2021.

SPONSORSHIP & BRANDING OPPORTUNITIES

DIAMOND Sponsorship: \$5,000

Pre-event Marketing Exposure

- Banners to appear on official website for the event as well as on social media platforms.
- Prominent logo placement on all donated media partner print ads, mailings and marketing/e-mail marketing materials pertaining to event.
 - Company mention in all donated Radio spots (TBD)
- Double page 4-color Ad placement in KRAVE Magazine.

On-site Brand Exposure

- Prominent signage at registration and stage area.
- Opportunities for Exhibition Area (space open for discussion)
- Company video to be placed on all Legacy social media platforms (material provided by sponsor; limited to 1 min.)
- Access to attendees' database.

Post-Event Marketing

- 6 months of advertising in KRAVE Magazine, 4CP
- 12 months advertising on ComoFest/Legacy Website

PLATINUM Sponsorship: \$2,500

Pre-event Marketing Exposure

- Banners to appear on official website for the event as well as on social media platforms
- Logo placement on all donated media partner print ads, mailings and marketing/e-mail marketing materials pertaining to event (print and website)
- Company mention in all donated Radio spots
- Full page 4-color Ad placement in KRAVE Magazine

On-site Brand Exposure

- Signage at event check-in table.
- Opportunities for Exhibition Area (space TBD)

Post-Event Marketing

- 4 months of advertising in KRAVE Magazine, 4CP
- 6 months advertising on ComoFest/Legacy Website.

GOLD Sponsorship: \$1,000

Pre-event Marketing Exposure

- Banners to appear on official website for the event as well as on social media platforms.
- Logo placement on all ads, mailings and marketing materials pertaining to event.
- Logo placement in KRAVE Magazine ComoFest announcement ads.

On-site Brand Exposure

- 2 months of advertising in KRAVE Magazine, 4CP
- Logo placement on banner at event check-in table.
- Opportunities for Exhibition Area (space TBD)

Post-Event Marketing

- One month of advertising in KRAVE Magazine, 4CP

SILVER Sponsorship: \$500

Pre-event Marketing Exposure

- Logo to appear on official website for the event, and on all Legacy social media platforms.
- Logo Placement on all ads, mailings and marketing materials pertaining to event
- Logo placement in KRAVE Magazine ComoFest announcement ads.

On-site Market Exposure

- Logo placement on banner at event check-in table.
- Exhibit space.

Post-Event Marketing

- One month advertising on Legacy website.



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Small Business & Individual Sponsorship Opportunities

Sponsorship #1: \$1000

- Logo to appear on Legacy social media platforms.
- 4 Free Food Tickets
- Free Vendor Booth
- Hourly business or individual shout out at the event.

Post-Event Marketing

- 12 months advertising on ComoFest/Legacy Website
- Business mention in KRAVE Magazine

Sponsorship #2: \$500

- Logo to appear on Legacy social media platforms.
- 3 Free Food Tickets
- Free Vendor Booth
- Hourly business or individual shout out at the event.

Post-Event Marketing

- 6 months advertising on ComoFest/Legacy Website
- Business mention in KRAVE Magazine

Sponsorship #3: \$250

- Logo to appear on Legacy social media platforms.
- 2 Free Food Tickets
- Free Vendor Booth

Post-Event Marketing

- 3 months advertising on ComoFest/Legacy Website

Sponsorship #4: \$100

- Logo to appear on Legacy social media platforms.
- Hourly business or individual shout out at the event.

Post-Event Marketing

- 3 months advertising on ComoFest/Legacy Website

Sponsorship #5: \$75

- Logo to appear on Legacy social media platforms.



Who Is Legacy?

Legacy Lake Como, Leaders of the New Narrative is a community based non-profit organization focused on physical, economic and educational development throughout the community, resulting in expanded employment, economic prosperity and opportunities for all.

Legacy Lake Como also focuses on building a new generation of progressive thought leaders, while providing practical guidance to maximize the potential of the community's youth to significantly change society for the better.

With a continued focus on helping individuals and families improve their economic and social well-being, **Legacy Lake Como** strives for the highest ethical standards and is guided by the belief that people are to be treated with dignity and respect regardless of their present situation or past experiences.

In all aspects of our work, **Legacy Lake Como** will continue to level the field by empowering, not only the youth but, all individuals in the community to recognize their potential and realize their dreams.

Contacts

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