THE 2022 CEDAR VALLEY FASHION ART & CULTURE EXPO

A MET GALA INSPIRED CELEBRATION OF ART AND CULTURE TO SUPPORT CREATIVE STEM PROGRAMMING FOR YOUTH

ART - CULTURE - FASHION & MORE!





A COMMUNITY LED ORGANIZATION!

April 1, 2022

Dear Friend,

The Cedar Valley Fashion, Art, and Culture Expo ignites the spirit of African American culture in the heart of the Cedar Valley; one of the most culturally diverse areas in lowa. Now in its ninth year, the Expo seeks to share rich and multicultural expression via music, fashion, culture, and the arts in an inclusive, vibrant, and positive community festival setting. This year we are excited to honor the Met Gala and celebrate multicultural artists from poetry, to dance, to music, and beyond. We will have it all!

With a goal of providing equitable access to the arts and multicultural initiatives, the Cedar Valley Fashion Art & Culture Expo is excited to continue spearheading creativity, breaking barriers, and maximizing opportunities.

For 2022, we plan to take up digital and in-person space, as our organizers have developed a series of events that will change the perception of the lowa liberal arts scene. The CVFAC Expo program continues to expand creativity as we feature both local and nationwide on this thriving platform.

On Saturday, June 25th at Young Arena in downtown Waterloo, IA, our event will not only highlight young, up-and coming innovators, but promote viable career options to an emerging group of leaders. The Expo has grown to be one of the largest multicultural events in the Cedar Valley and as such saw a 20 percent increase in attendees and supporters, even during the Pandemic. Hosting the Expo in both an inperson and virtual space presents a unique opportunity for supporters to make a larger impact while reaching a wider audience and building united benefits for marginalized populations in the community. Together we stand strong.

Join us!! And celebrate a community-rich in culture and creativity during the 2022 Cedar Valley Fashion, Art, and Culture Expo's!

Warmest Regards, Kristin Kruse Chief Operating Officer



As we dive into the new normal of digital and in-person creativity, we continue to be a community of resiliency and innovation, As creators, we passionately believe that everyone should have thoughtfully designed programming to nourish and sustain creative energy. We do this by working across disciplines to manifest social change and reenvision art spaces that foster cultural inclusion.

We believe in order to achieve this we must take a 360 degree approach to supporting all creators and innovators, with an emphasis on access for underrepresented populations. An approach that involves everything from re-envisioning cultural celebrations, sustainable development, and designing for restorative multicultural practices.

Arts and culture bring communities together to celebrate our differences while giving lift and light to under-served populations.



10 Reasons to Support the Arts

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

- Arts improve individual well-being. 69 percent of the population believe the arts "lift me up beyond everyday
 experiences," 73 percent feel the arts give them "pure pleasure to experience and participate in," and 81 percent say the
 arts are a "positive experience in a troubled world."
- Arts unify communities. 72 percent of Americans believe "the arts unify our communities regardless of age, race, and
 ethnicity" and 73 percent agree that the arts "helps me understand other cultures better"—a perspective observed across
 all demographic and economic categories.
- 3. Arts improve academic performance. Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students regardless of socio-economic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 88 percent of Americans believe that arts are part of a well-rounded K-12 education.
- 4. Arts strengthen the economy. The production of <u>all arts and cultural goods in the U.S.</u> (e.g., nonprofit, commercial, education) added \$764 billion to the economy in 2015, including a \$21 billion international trade surplus—a larger share of the nation's economy (4.2 percent) than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). <u>The nonprofit arts industry alone generates \$166.3 billion in economic activity annually</u>—spending by organizations and their audiences—which supports 4.6 million jobs and generates \$27.5 billion in government revenue.
- 5. Arts drive tourism and revenue to local businesses. Attendees at nonprofit arts events spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. 34 percent of attendees live outside the county in which the arts event takes place; they average \$47.57 in event-related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.
- Arts spark creativity and innovation. Creativity is among the top 5 applied skills sought by business leaders, per the
 Conference Board's Ready to Innovate report—with 72 percent saying creativity is of high importance when hiring.
 Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the
 arts than other scientists.
- Arts drive the creative industries. The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts 673,656 businesses in the U.S. involved in the creation or distribution of the arts—4.01 percent of all businesses and 2.04 percent of all employees. (Get a free local Creative Industry report for your community here.)
- Arts have social impact. University of Pennsylvania researchers have demonstrated that a high concentration of the arts in
 a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
- Arts improve healthcare. Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
- 10. Arts for the health and well-being of our military. The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top 4 (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.

WHY CVFAC EXPO

By the numbers







SUPER CONSUMERS

Multicultural consumers comprise a high percentage of the "Super Consumers," the top 10% of households who drive at least 30% of sales, 40% of growth, and 50% of profits.

CULTUREDGE

Multicultural consumers are the fastest growing segment of the U.S. population, and are responsible for 92% of population growth between 2000 and 2014.

SPENDING POWER

Multicultural consumers have an impressive spending power of 3.2 trillion, and have contributed \$14 billion of sales growth to the consumer packaged goods market since 2013.

BONUS ITEM

MULTICULTURAL CONSUMERS ARE STREAMING CONTENT MORE THAN EVER AS SOCIAL DISTANCING CONTINUES!



BRAND AWARENESS GROWTH

About 95 percent of multicultural millennials are loyal to the brands they like, so learn what's important to them, and infuse it in your marketing strategy. Fostering this loyalty can influence their willingness to advocate for your brand.

SPONSORSHIP

INFO

We understand the importance of a return on your investment as a CVFAC Expo partner. Your generous contribution provide you with the following opportunities:

BARRIER BREAKER SPONSORSHIP PACKAGE | \$750.00. Support a diverse entrepreneurial and career readiness eco-system through CVFAC Expo.

RUNWAY SPONSORSHIP PACKAGE | \$1000.00. One-Eighth (1/8) Page Logo in program booklets. Logo placement on CVFAC Expo Social Media Page, with link to Company's Website. Social Media Blast(s).

COUTURE SPONSORSHIP PACKAGE | \$2500.00 · Quarter Page (1/4) Page Color Logo in program booklets · Logo placement on CVFAC Expo Social Media Page, with link to Company's Website · Social Media Blast(s).

New This Year ENTERTAINMENT SPONSORSHIP PACKAGE \$5,000.00. One-Half (1/2) Page Color Logo in program booklets*. Commercial in virtual showcase. Virtual product display/sales during Expo event. Logo placement on CVFAC Expo Social Media Page and Website Sponsor Page, with link to Company's Website. Social Media Blast(s).

TITLE/PRESENTING SPONSORSHIP PACKAGE | \$10,000.00 | 3 Available. Titled as "Presenting Sponsor" of Expo. Full Page Color Logo in program booklets (5.5" x 8.5"). Table for product display/sales during Expo event. Commercial in virtual showcase. Logo placement on CVFAC Expo Promotional Flyers, Social Media Pages, and Website Sponsor Page with link to Company's Website. Acknowledgment of Sponsorship during the event. Social Media Blast(s). Opportunity to speak during Expo.

A donation at any level is greatly appreciated and we do accept in-kind donations

THE EXPO WAS THE FIRST TIME I SAW REAL CULTURAL EXPRESSION SINCE I'VE BEEN IN IOWA...

2022 Response Form

(NAME OF BUSINESS/ORGANIZATION)	
(Please print Business name as you'd like it to a	ppear on recognition)
has agreed to be a sponsor for the 2022 Cedar provide logos, links to websites, and signage if	r Valley Fashion, Art, and Culture Expo, and will applicable.
Our sponsorship level will be: (please check one *Title/Presenting Sponsorship" (\$10,000) "Entertainment Sponsorship (\$5,000) "Couture Sponsorship (\$2,500) "Runway Sponsorship (\$1,000) "Barrier Sponsorship (\$750) Contributor(A contribution	
Please return Sponsor Response Form by May 20	5, 2022
Mail to:	
The Cedar Valley Fashion, Art, and Culture Expo	
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Indicate form of payment:	
	alley Fashion, Art & Culture Expo % SuccessLink'
(please note as sponsorship CVFAC Expo)	
Please charge my gift to my credit card (Fill ou	ut card information below clearly)
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Amount Charged Expiration Date	
Card Verification # (from back of card)	
Signature	
Please bill us at following address: Business Name:	
Contact Name:	
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THANK YOU FOR YOUR SUPPORT!

Signature/Title: _____