

Marianas Festival 2025 Sponsorship Opportunities

Marianas Alliance for Growth of Islanders (MAGI)





About Marianas Alliance for Growth of Islanders (MAGI)

- Nonprofit 501(c)(3) organization based in the Pacific Northwest
- Dedicated to celebrating and preserving the cultural heritage of the Mariana Islands

OUR MISSION

The MAGI (Marianas Alliance for Growth of Islanders) mission is to celebrate and preserve the heritage of the unique, warm, and esoteric culture of the Chamoru/Chamorro and Refaluwasch/Carolinian people across the Mariana Islands. We want to build up a community of islanders that leave a mark of unity, fellowship and stewardship in the world.

On top of promoting unity within our Islander community here in the Pacific Northwest, we recognize how imperative it is to build up an endowed and contributing people for a wider audience on the world map landscape. The social, cultural and economic success of our heritage begins with providing our artisans, performers, and families the resources to live out an identity rooted in the ethics of Inafa Maolek (restoring harmony).

The collective showcase of customs, traditions, arts, crafts and historical significance fosters a deep sense of understanding our formidable identity, an attribute that also sets us apart among the other Pacific nations. MAGI offers interactive platforms of the arts and disciplines through hosting a variety of functions, workshops, and cultural events that impart interest and actualizing a sense of pride, belonging and purpose. Protecting, perpetuating, and celebrating the versatile heritage of the Mariana Islands in the PNW, memorializes our legacy and solidarity for generations to come.

Marianas Festival 2024 Highlights

First event of its kind in the Pacific Northwest

Exceeded expectations with over 8,000 attendees (originally anticipated 800-1,000)

Largest Chamorro cultural event in the region

Positive local media coverage showcasing community impact



ATTENDEES: 8K +



PERFORMERS: 200+



VENDORS: 70+



Marianas Festival 2024

What to Expect at the Marianas Festival

- The Marianas Festival is a vibrant celebration of Chamorro and Refaluwasch culture, providing an immersive experience that bridges the Mariana Islands and the Pacific Northwest.



Cultural Experiences

- **Chamorro Cultural Dancing:** Traditional dance groups, including *Guma Imahe*, *Kutturan Marianas*, *Bailadora*, and *Guma' Imahen Taotao Tano'*, showcased the beauty and artistry of island dance.
- **Hands-On Cultural Activities:** Attendees enjoyed interactive experiences with cultural crafts such as *weaving*, *carving*, *slingstone* techniques, *Lighatúttúr beads* and *Mwar mwar*, and *Chamorro Sign Language*. They also engaged in hands-on cultural practices with tools like the *kumyu* and viewed authentic island exhibits.
- **Music Entertainment**
 - **Live Performances:** The festival was filled with the sounds of island music, featuring performances from popular artists and bands like *Pacific Cool*, *Par 3*, *Ra Khan*, *The Cruz Family Second Generation*, *Imani Tonya Jae*, *Nick Wolford & Chad Rivera*, *PNW Island Jammerz*, and *Tokah*.

Community Engagement

- **Marianas Auto Show:** A showcase of unique vehicles brought a fun, community-centered aspect to the event.
- **Beer Garden:** Attendees enjoyed a space to relax and socialize, bringing people together to celebrate community spirit.
- **Vendor Marketplace**
 - **Over 72 Vendors:** A bustling marketplace with over 20 resource booths provided resources and information, adding to the festival's focus on empowerment and support for the Pacific Islander community.
- **Raffle:** One of the most exciting aspects of the Marianas Festival is our raffle, which featured unique, culturally significant prizes donated by our vendors. Each raffle item was thoughtfully curated to reflect the cultural heritage and talents of our vendors, creating a meaningful experience for attendees.

Marianas Festival 2025 Overview

- Expanded three-day event: August 22-24, 2025
- Exclusive Sponsors only Cocktail and Fiesta dinner for networking
- **Day 1:** Cultural workshops at Heritage High School
- **Days 2 & 3:** Main festival at Blue Lake Regional Park
- Featuring a 5K, vendors, resource booths, car show, entertainment, and hands-on cultural experiences





SPONSORSHIP PACKAGES



MARIANAS
Festival



MAGA LAHI- \$25,000

Platinum Sponsorship Package

- Branding as Presenting Sponsor: Featured prominently as the “PRESENTING SPONSOR” across the event program, press releases, press conferences, on-stage announcements, marketing platforms, and major promotional items.
- Logo Placement: Premier placement of your logo on event posters, website, promotional materials, and stage.
- Exclusive Event Access: Opportunity to sponsor an exclusive pre-festival event such as the Festival Kick-off Gala or a VIP Fundraising Auction.
- Custom Social Media: (5) 30-second sponsor videos, plus your logo tagged in event posts across all social media platforms. Videos are owned by the sponsor.
- Special Social Media Features: Social media campaign featuring your brand, including “Sponsor of the Week” highlights leading up to the festival, plus monthly shoutouts.
- Event Entrance: Premier logo placement on the main event entrance banner.
- VIP Access: VIP invitation to all festival-related events, including a private VIP reception with event organizers and VIP guests.
- Exclusive VIP Gift: Signature commemorative VIP gift
- All-Access VIP Passes: (15) VIP passes, (25) parking passes, (5) workshop spots, and private access to festival highlights.

Platinum Sponsorship Package

The poster features the 'MAGA LAHI' logo at the top left, a large purple arrow pointing right with the text 'Platinum Sponsorship Package', and a speech bubble indicating 'Platinum Sponsorship Placement'. The main title reads 'MAGA LAHI' in red script, 'MARIANAS' in large orange letters, and 'Festival' in red script. Below this is a circular logo with palm trees and the text 'GUAM SAIPAN TINIAN LUTA'. The event dates and locations are listed in a purple-bordered box: 'AUGUST 22 : WORKSHOPS AT HERITAGE HIGH SCHOOL IN VANCOUVER, WASHINGTON' and 'AUGUST 23-24 : 2-DAY CELEBRATION AT BLUE LAKE PARK IN FAIRVIEW, OREGON'. A section for sponsors includes the text 'with proud sponsors' and four 'MAGA LAHI' logos, with a speech bubble for 'Gold Sponsorship Placement'. At the bottom, there are two rows of 'MAGA LAHI' logos, a speech bubble for 'Silver Sponsorship Placement', a QR code, and the website 'Please visit marianasfestival.com for more information.'

Platinum Sponsorship Placement

MAGA LAHI MARIANAS Festival

GUAM SAIPAN TINIAN LUTA

AUGUST 22 : WORKSHOPS
AT HERITAGE HIGH SCHOOL IN
VANCOUVER, WASHINGTON

AUGUST 23-24 : 2-DAY
CELEBRATION
AT BLUE LAKE PARK IN FAIRVIEW, OREGON

with proud sponsors

Gold Sponsorship Placement

MAGA LAHI MARIANAS

Silver Sponsorship Placement

MAGA LAHI MARIANAS

Please visit marianasfestival.com for more information.

MAGA HAGA - \$15,000

Gold Sponsor

- Logo Placement: Prominent placement at a major event activity or festival area (e.g., second stage, beer garden). Recognition in Press Materials: Inclusion in all event press releases, program, and promotional materials.
- Pre-Festival Branding: Featured in promotional materials and event teasers, including pre-event social media campaigns.
- Custom Social Media: (3) 30-second sponsor videos and custom branded content across social media channels.
- VIP Access: VIP invitation to all festival-related events, including a private VIP reception with event organizers and VIP guests.
- Event Visibility: Prominent logo placement at high-profile areas, such as the VIP cocktail lounge, beer garden, or food court.
- (10) VIP Festival Passes, (15) Parking Passes, (4) Workshop Spots: Reserved access for your team, plus a premium experience for your guests.

The poster features a yellow background with a palm tree pattern. At the top, it says 'MAGA HAGA' in large black letters. Below that, the 'MAGI' Marianas logo is displayed with a map of the Marianas Islands. A speech bubble indicates 'Platinum Sponsorship Placement'. The main title reads 'presents the 2nd Annual MARIANAS Festival' with 'MARIANAS' in large red letters and 'Festival' in a script font. Below the title, it lists the event dates and locations: 'AUGUST 22 : WORKSHOPS AT HERITAGE HIGH SCHOOL IN VANCOUVER, WASHINGTON' and 'AUGUST 23-24 : 2-DAY CELEBRATION AT BLUE LAKE PARK IN FAIRVIEW, OREGON'. A purple arrow points to the 'Gold Sponsorship Package' section, which shows 'with proud sponsors' followed by three 'MAGI' Marianas logos. A speech bubble indicates 'Gold Sponsorship Placement'. Below this, there are two rows of smaller 'MAGI' Marianas logos, with a speech bubble indicating 'Silver Sponsorship Placement'. A QR code is located in the bottom left corner, and the text 'Please visit marianasfestival.com for more information.' is at the bottom.

Gold Sponsorship Package

with proud sponsors

MAGI' Marianas **MAGI' Marianas** **MAGI' Marianas**

Please visit marianasfestival.com for more information.

METGOT - \$10,000

Silver Sponsor

- **Logo Placement:** Prominent logo placement on the event website, event program, and at festival locations.
- **Social Media Exposure:** (2) sponsor videos shared across social media channels plus additional shoutouts leading up to the festival.
- **Custom Activation:** Opportunity to create a custom activation (e.g., branded photo booth, product sampling, or activity sponsor).
- **VIP Access:** VIP invitation to all festival-related events, including a private VIP reception with event organizers and VIP guests.
- **(8) VIP Festival Passes, (12) Parking Passes, (3) Workshop Spots:** Priority access for your team and select clients.
- **On-Stage Mentions:** Acknowledgment during select event segments.

Bronze Sponsorship Package

\$5,000

- **Logo Placement:** Medium-sized logo placement on event website and promotional materials.
- **Social Media Shoutout:** Sponsor acknowledgment in a dedicated post across social media platforms.
- **Recognition in Program & Press Releases:** Acknowledgment in the event program and select press materials.
- **Sponsor a Workshop or Activity:** Opportunity to sponsor a specific smaller event or activity at the festival.
- **VIP Access:** VIP invitation to all festival-related events, including a private VIP reception with event organizers and VIP guests.
- **VIP Gift:** Signature commemorative VIP gift.

Community Sponsorship Package: \$2500

- Logo Placement: Small logo on the event website and in the event program.
- Recognition: Mention in event program and on-site at the event.
- Social Media Shoutout: Sponsor acknowledgment across social media platforms.
- VIP Gift: Signature VIP commemorative gift.
- VIP Access: VIP invitation to all festival-related events, including a private VIP reception with event organizers and VIP guests.



Sponsorship Level	Cost	Benefits
MAGA LAHI (Platinum Sponsor)	\$25,000	<ul style="list-style-type: none"> - Branding as Presenting Sponsor: Prominent feature across event materials, press, and promotions. - Premier logo placement on event posters, website, and stage. - Exclusive access to pre-festival events (e.g., Kick-off Gala, VIP Fundraising Auction). - (5) 30-second sponsor videos, plus logo in event posts across social media. - Social media campaign: "Sponsor of the Week" highlights. - Premier logo placement at event entrance. - VIP Access: Invitation to all festival-related events, private VIP reception, and signature VIP gift. - All-Access VIP Passes: (15) VIP passes, (25) parking passes, (5) workshop spots, private access to festival highlights.
MAGA HAGA (Gold Sponsor)	\$15,000	<ul style="list-style-type: none"> - Prominent logo placement at key festival areas (e.g., second stage, beer garden). - Recognition in press materials, program, and promotional items. - Featured in pre-event promotions, including social media. - (3) 30-second sponsor videos and branded content on social media. - VIP Access: Invitation to all festival-related events, private VIP reception. - (10) VIP festival passes, (15) parking passes, (4) workshop spots. - Prominent event visibility (VIP cocktail lounge, beer garden, food court).
METGOT (Silver Sponsor)	\$10,000	<ul style="list-style-type: none"> - Logo placement on event website, program, and at festival locations. - (2) sponsor videos shared on social media with shoutouts. - Opportunity to create custom activations (e.g., branded photo booth, product sampling). - VIP Access: Invitation to all festival-related events, private VIP reception. - (8) VIP passes, (12) parking passes, (3) workshop spots. - On-stage mentions during select event segments.
Bronze Sponsorship	\$5,000	<ul style="list-style-type: none"> - Medium-sized logo placement on website and promotional materials. - Acknowledgment in the event program and press releases. - Social media shoutout. - Opportunity to sponsor a workshop/activity. - VIP Access: Invitation to all festival-related events, private VIP reception. - VIP Gift: Signature commemorative gift.
Community Sponsorship	\$2,500	<ul style="list-style-type: none"> - Small logo placement on website and in the event program. - Mention in event program and on-site at the event. - Social media shoutout. - VIP Access: Invitation to all festival-related events, private VIP reception. - VIP Gift: Signature commemorative gift.



Additional Options

We understand that each organization has its own budgetary constraints, and we are open to discussing alternative sponsorship options that align with your organization's goals and objectives.

Marianas Festival is seeking in-kind sponsorships please contact us at info@marianasfestival.com



Why Sponsor the Marianas Festival?

Your Brand's Visibility:

- Extensive exposure through media, social platforms, and event attendance
- Opportunity to connect with a large, culturally diverse audience in the Pacific Northwest and beyond
- Direct impact on cultural preservation and community engagement
- Extensive brand exposure through event materials, media coverage, and social media

Festival Reach:

- Over 8,000 Attendees
- Community Leaders
- Influencers
- Small Business Owners
- Cultural Practitioners
- Entertainers
- Dignitaries
- Attendees from the PNW and visitors from all around the world

Engagement Across Platforms:

- Social Media: 720,000
- Marianas Festival Website: 9,327 unique views (Feb - Aug 2024)
- Media: 1,944,555



MEET OUR TEAM



Bertina Balajadia Grajo
President



Tommy Jesus Grajo
Vice-President



Aaron Unpingco
Treasurer



Jan Balajadia
Secretary



Marie Sablan
Marketing Director



Melissa Cayton
Program Director



Clarissa Laub
Delegate Coordinator



Tiana Benavente
Hospitality Manager



Special Event
Coordinator/Vendor Liaison



Joelle Cruz
Workshop Coordinators



Car Cruz



Charlie Laub
Safety and Security Coordinators



Richard Cruz



Mike Cruz
Operations Managers



Ryan Perez



Mya Manibusan
Donor Relations and Sponsorship Managers



Brandi Tkel

Maila'
MAGI'
Marianas

Si yu'us ma'åse / Thank You

Bertina Grajo
President
Marianas Alliance for Growth of Islanders
Phone: 503-707-0722
Email: bertina.grajo@marianasfestival.com
www.marianasfestival.com

