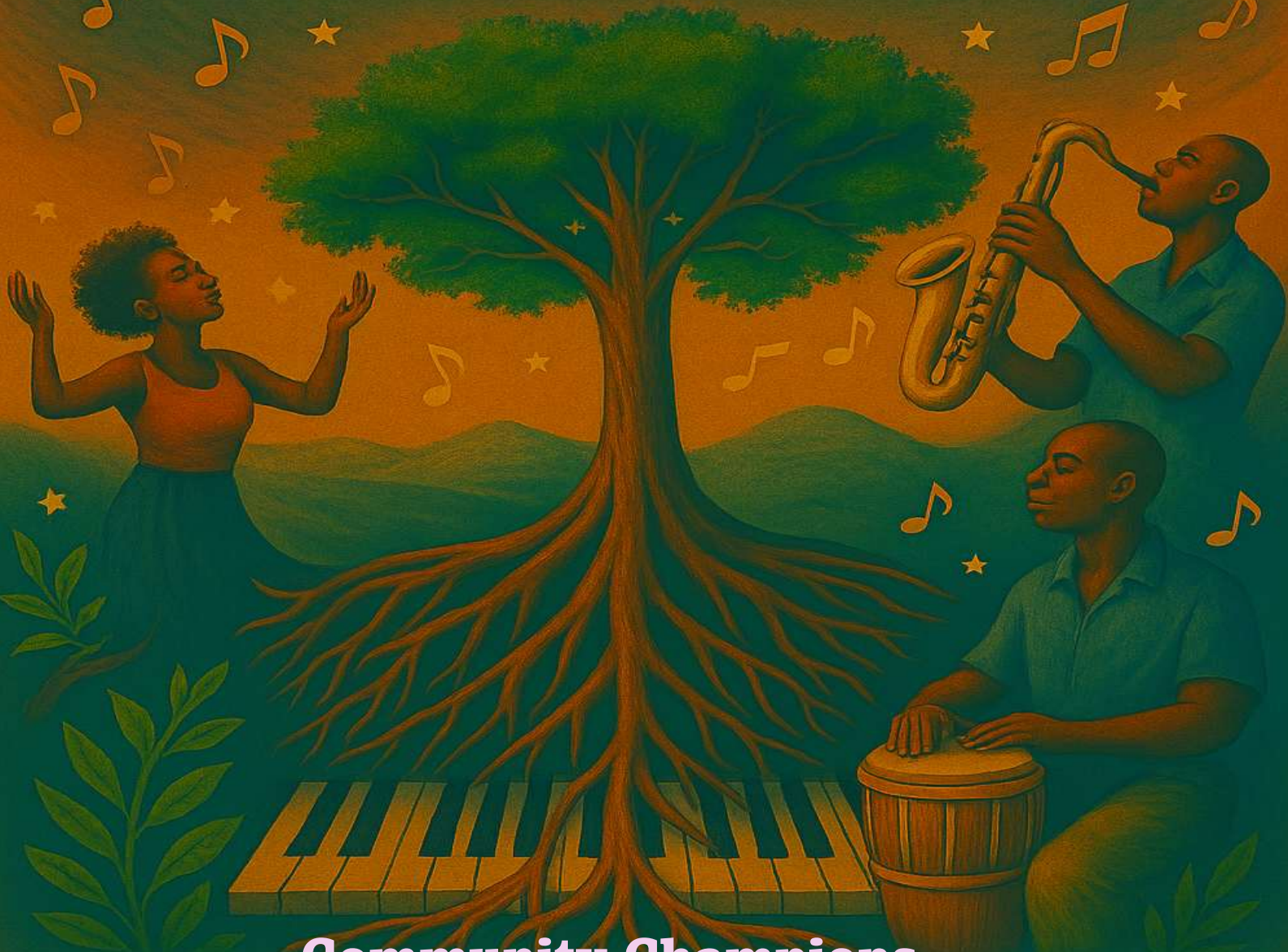




2026

GOOD IN THE HOOD

MULTICULTURAL MUSIC & FOOD FESTIVAL
ROOTS, RHYTHM & POWER



Community Champions

SPONSORSHIP PACKET

INTRODUCTION

The Good in the Hood Multicultural Music and Food Festival is Portland's longest-running celebration of community, culture, and empowerment. Since 1993, it has grown into the premier multicultural festival in the Pacific Northwest, drawing more than 8,000 attendees each year.

Now in its 33rd year, Good in the Hood continues to uplift local businesses, entrepreneurs, and food vendors, create economic opportunities, and bring diverse groups together to celebrate shared heritage and unity. Beyond the music and food, the festival invests in the future through \$2,500 scholarships for students from underrepresented and historically underserved communities — empowering the next generation of leaders.



The festival kicks off with a lively parade through Northeast Portland and concludes at Lillis Albina Park, where attendees enjoy live performances, bustling vendor booths, Sponsor Row, and Info Village. Together, the music, food, and marketplace capture the spirit of *Roots, Rhythm & Power* — honoring legacy while building pathways forward.

We invite you to join us as a sponsor of Good in the Hood 2026. Your partnership will showcase your commitment to community, expand your brand's visibility, and help us celebrate and sustain one of Portland's most cherished traditions.

ABOUT THE FESTIVAL

- **Dates:** June 27–28, 2026
- **Location:** Lillis Albina Park & King School Park, NE Portland
- **Attendance:** 8,000+ annually

Highlights include:

- **Community Stories & Sounds Stage** featuring legacy musicians, emerging artists, and multicultural collaborations.
- **Vendor Village** showcasing diverse local businesses and entrepreneurs.
- **GITH Food Booth & Beer/Wine Garden** providing revenue generation for the festival.
- **Kids' Space** offering families interactive activities, shows, and giveaways.
- **Annual Parade** through N/NE Portland showcasing the community spirit.
- **Scholarships** for students from underrepresented and historically underserved communities.
- **New for 2026:** A VIP Section with 100 tickets each day, offering premium seating, exclusive food/beverage access, and a meet and greet space with select performers and community leaders.



BENEFITS OF SPONSORSHIP

- **Brand Visibility** – Placement on digital sponsor boards, festival signage, social media, and press outreach.
- **Community Connection** – Align your brand with Portland’s longest running multicultural celebration and a 33year legacy of Unity in the Community.
- **Audience Engagement** – Direct interaction with thousands of attendees, families, performers, and small businesses.
- **Support for Local Economies** – Showcase your commitment to economic opportunity by uplifting food court and marketplace vendors and supporting community organizations through our Info Village resource hub.



- **Cultural Impact** – Fund scholarships, local and national performers, and cultural programming that strengthen Portland’s diverse communities.
- **Exclusive Perks** – Parade placement, VIP access, and naming rights for signature areas like the Main Stage, Kids’ Space, or Vendor Village.

AUDIENCE PROFILE

Good in the Hood draws a vibrant, multigenerational audience that reflects the diversity of Portland and the broader region:

- 5,000+ Festival Goers over two days.
- **Balanced by Gender** – Roughly 50% male and 50% female.
- **Family-Focused** – 40% attend with children.
- **Multigenerational** – From youth to elders, average attendee age is 40.
- **Regionally Connected** – 50% live within 25 miles of Portland; our marketing extends into Seattle and Vancouver, WA, ensuring a broader regional reach.
- **Community-Oriented** – Attendees come to celebrate culture, enjoy music and food, and support local businesses, vendors, and youth.

MARKETING AND PROMOTION PLAN

- **Digital Media** – Active promotion on Facebook, Instagram, and our website, including featured posts, stories, and digital sponsor board recognition.
- **Print Collateral** – Posters, flyers, postcards, and programs distributed across Portland neighborhoods, community centers, and partner businesses.

- **Media Partnerships** – Collaborations with local radio (e.g., KBOO) and regional press outlets to highlight performers, sponsors, and scholarship recipients.
- **Community Outreach** – Engagement with schools, neighborhood associations, churches, and nonprofits to drive participation and attendance.
- **Extended Regional Reach** – Marketing campaigns expand beyond Portland into Seattle and Vancouver, WA, widening sponsor visibility across the Pacific Northwest.
- **On-site Branding** – Sponsor recognition on digital signage, in the parade, on stage, and within sponsored areas like the Main Stage, Vendor Village, and Beer/Wine Garden.
- **VIP Integration** – Sponsors gain visibility in our new VIP Section (100 tickets per day), including branding opportunities in this exclusive hospitality space.

SPONSORSHIP LEVELS

Each level includes unique benefits such as parade placement, booth/table presence, stage acknowledgments, social media coverage, meal/drink tickets, and VIP access at top tiers.

	Legacy Leader	Vision Partner	Heritage Champion	Community Builder	Neighborhood Partner
	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000
Festival Parade					
Parade Position	1 to 5	6 to 15	16 to 25	Regular	Regular
Festival Presence					
Naming Rights (major festival areas)	Main Stage	Yes	Yes	No	No
Exhibit space	10x20 (premium)	10x20	10X10	10X10	Info Village Table
Logo on select festival merchandise	Yes	Yes	No	No	No
Stage mentions (at least 3 times daily)	Sat & Sun	Sat & Sun	Sat & Sun	Sat & Sun	Sat & Sun
Stage Speaking/Announcement	4 mins both days	2 mins both days	2 mins one day	No	No
Promotional Materials					
Company banner displayed at the festival site	Main Stage	Yes	Yes	Yes	Yes
Ad in festival program	whole page	1/2 page	1/4-page	business card	listed
Advertising					
GITH website	sign up to event	sign up to event	sign up to event	sign up to event	sign up to event
Radio	X	X	X		
Social Media Promotions (Facebook & Instagram)	dedicated	dedicated	logo	logo	mention
Festival Flyers	front	front	front	back	back
Festival Posters	front	front	front	back	back
Thank You Email link to sponsors	Yes	Yes	Yes	Yes	Yes
Other					
Volunteer Opportunity for Company Staff	X	X	X	X	X
VIP Section Tickets (both days)	5	3	2	X	X
GITH Food Booth Tickets	10	6	<i>Tickets available for purchase at discounted price</i>		

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- **SCHOLARSHIP SPONSOR:** Help fund the Good in the Hood Scholarship Program, which provides \$2,500 scholarships to deserving students from underrepresented and historically underserved communities. Our goal this year is to fund 20 scholarships.
 - Benefits:
 - Parade entry
 - Name mentioned on the Main Stage 2–3 times per day.
 - Opportunity to present scholarship awards on stage.
 - Dedicated listing in the festival program, website, and social media.

PARADE PLACEMENT & COMMUNITY SPONSORSHIP

Parade positioning is an exclusive benefit of Good in the Hood sponsorship. Our top-tier sponsors will receive early-numbered placements, ensuring maximum visibility. This structure ensures a balanced and dynamic parade, where large sponsors lead, but community groups, schools, and local organizations remain at the heart of the experience.

For Legacy Leaders and Vision Partners, \$1,000 of your sponsorship supports small org/school parade participation. Similarly, \$500 of a Heritage Champion and Community Builder sponsorship supports small organization and school parade participation.



CONTACT

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