

# Sterling Heights Cultural Exchange

December 2022

Dear community member,

The City of Sterling Heights, along with its Ethnic Community Committee, is in the planning stages of the **25th annual Sterling Heights Cultural Exchange** scheduled for Friday, February 24, 2023, 6-10 p.m., to be held in the Sterling Heights Community Center, located at 40250 Dodge Park.

The goal of this event is to increase appreciation of different cultures and to develop a spirit of cooperation and friendship between people of different ethnic backgrounds. Our previous Cultural Exchanges have been extremely successful, attracting approximately 1,000 visitors from throughout Macomb County. **In order to make this evening a success, however, we need your help!**

There are a number of ways in which you can participate:

- \* By signing up your musical group or dance troupe for a short performance during the night.
- \* By displaying paintings, artifacts, crafts or other information representing your culture or organization on a 6-foot table. Cost of a table for vendors is \$25 and free for non-profit organizations.
- \* By donating desserts, breads, dips or finger food samples that can be **served at room temperature** from your restaurant.
- \* By being an event sponsor, which will feature your business or group in the Sterling Heights Cultural Exchange official program and at the event.

**If you are interested in becoming a part of the Sterling Heights Cultural Exchange, please return the enclosed form(s) by Friday, February 10, 2023. You may mail the forms, fax them to 586-276-4065 or e-mail them to [sgiallombardo@sterling-heights.net](mailto:sgiallombardo@sterling-heights.net). If you have any questions, feel free to call the Community Relations Department at (586) 446-2473.**

Sincerely,

Kozeta Elzhenni, Ethnic Community Committee Chair

Sue Giallombardo, Community Relations



Sterling Heights Community Center

**Friday, February 24, 2023 ~ 6-10 p.m.**

# Sterling Heights Cultural Exchange

Yes! We want to participate in the Sterling Heights Cultural Exchange

Name of group or restaurant: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_

*Involvement type (Check and fill out each area that applies):*

**CUISINE**

HOT FOOD ITEMS WILL NOT BE ALLOWED DUE TO HEALTH DEPARTMENT RESTRICTIONS.  
Desserts, breads, dips, sample size food items that can be served at room temperature.

Should food be picked up, or will you deliver it? \_\_\_\_\_

\*\*RECOMMENDED AMOUNT TO SUPPLY: ENOUGH FOR 100-200 GUESTS TO SAMPLE.

**MUSIC, DANCE OR OTHER PERFORMANCE**

Number of performers: \_\_\_\_\_ Type of performance: \_\_\_\_\_

Will you bring music to perform to (on a phone or a CD)? (Please circle one) YES NO

Amount of performance time you would like: \_\_\_\_\_

**PERFORMANCE IS LIMITED TO TEN (10) MINUTES AND WILL BE ACCEPTED ON A "FIRST COME, FIRST SERVED" BASIS UNTIL FULL. No performance will be permitted to continue longer than 10 minutes.**

\*YOUR SCHEDULED TIME WILL BE SENT TO YOU WHEN THE EVENING'S ORDER IS FINALIZED. CHECK-IN FOR PERFORMERS IS 45 MINUTES PRIOR TO YOUR SCHEDULED TIME. YOUR UNLOCKED PHONE OR A CD WITH A NOTE MARKING THE TRACK(S) YOU WILL PERFORM TO AND THE PROPER ORDER SHOULD BE PRESENTED AT CHECK-IN. A SIMPLE SOUND SYSTEM IS PROVIDED. NO MUSICAL INSTRUMENTS ARE AVAILABLE.

**TABLE DISPLAY-\$25 (per table) FOR VENDORS, FREE FOR NON-PROFITS:**

Electricity needed? (Please circle): YES NO

No. of 6-foot tables needed (Please circle): 1 2

TABLES MAY FEATURE CULTURAL ITEMS, SAMPLES OF FOOD, BOOKS OR OTHER EDUCATIONAL ARTIFACTS OF DIFFERENT CULTURES. NOTHING MAY BE HUNG ON WALLS BEHIND DISPLAY TABLES.

IF YOU WISH TO DISPLAY SOMETHING LARGE, AN EASEL OR OTHER METHOD IS ENCOURAGED.

IF APPLICABLE, PLEASE ENCLOSE CHECK MADE PAYABLE TO: TREASURER, CITY OF STERLING HEIGHTS.

**EVENT SPONSOR**

Please see and complete attached sponsor form and return with this page.



Call  
Community Relations at  
(586) 446-2473  
for more  
information.

Please return by Friday, February 10, 2023 to:  
Cultural Exchange, c/o Community Relations  
PO Box 8009, Sterling Heights, MI 48311-8009  
\*\* e-mail to: [sgiallombardo@sterling-heights.net](mailto:sgiallombardo@sterling-heights.net)  
or fax to : 586-276-4065

**Friday, February 24, 2023 6-10 p.m.**

# Sponsor Form

Make your business or cultural group a prominent part of our annual Sterling Heights Cultural Exchange by contributing to this year's event! You will find a prime target market in the hundreds of guests who come together to celebrate Sterling Heights' diverse ethnicities and cultures and also help to support a worthwhile event!

1. CHOOSE A SPONSORSHIP LEVEL.
2. DETAIL THE CONTENT OF YOUR AD ON THE FORM BELOW OR IN AN ATTACHMENT.
3. Ad work can be mailed OR e-mailed to address below.
4. Return a check, BOTH forms and any attachments by FRIDAY, FEB. 10, 2023 to:

Sterling Heights Cultural Exchange,  
 c/o Community Relations Department, 40555 Utica Road,  
 PO Box 8009, Sterling Heights, MI, 48311-8009.

\*\*Forms can be faxed to: 586-276-4065 or scanned/e-mailed:  
 sgiallombardo@sterling-heights.net.

Call (586) 446-2473 for more information.

## SPONSOR LEVELS:

**GOLD** .....\$500+ .....Event recognition and full page, color program ad

**SILVER** .....\$250 .....Event recognition and half page, color program ad

**STERLING** .....\$100 .....Full page program ad-in color

**BRONZE** .....\$50 .....Half page program ad-in color  
**CONTRIBUTOR** .....\$25 .....Business card-sized program ad-in color

### Sponsorship level: (CIRCLE ONE)

Gold    Silver    Sterling    Bronze    Contributor

Ad content: \_\_\_\_\_

\_\_\_\_\_

Amount enclosed: \_\_\_\_\_

Make checks payable to: Treasurer, City of Sterling Heights

**BUSINESS CARD**

*Gold and Silver sponsors will be acknowledged during the event and with a full page, full color program ad!*

**FULL PAGE**  
5.5 by 8.5 inches

**HALF PAGE**  
5.5 by 4.25 inches