

# Sterling Heights Cultural Exchange

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January, 2018

Dear community member,

The City of Sterling Heights, along with its Ethnic Community Committee, is in the planning stages of the 17th annual Sterling Heights Cultural Exchange scheduled for Friday, March 2, 2018, 6-10 p.m. in the Sterling Heights Senior Center.

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 were 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, sculpture, crafts or other information representing your culture on a 6-foot table. Cost of a table for vendors is \$25 and free for non-profit organizations.
- \* By donating food samples for about 100-200 people 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, Feb. 2, 2018. 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.**

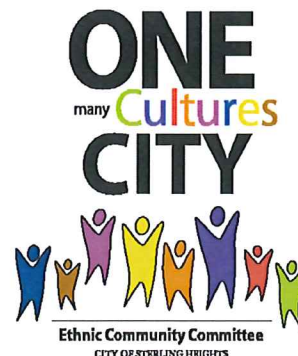
Sincerely,

*Mohammed Alomari*

Mohammed Alomari, Ethnic Community Committee Chair

*Sue Giallombardo*

Sue Giallombardo, Community Relations



Senior Center

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**Friday, March 2, 2018 ~ 6-10 p.m.**

# Sterling Heights Cultural Exchange

Participation Form

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

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

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

Ethnic population you represent: \_\_\_\_\_

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

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

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

RESTAURANT

Type of food: \_\_\_\_\_

Special food considerations (e.g. Does it contain peanuts? Should it be served hot or cold?) \_\_\_\_\_

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

\*\*ENOUGH FOOD SHOULD BE SUPPLIED FOR ABOUT 100 PEOPLE TO SAMPLE.

MUSIC, DANCE OR OTHER PERFORMANCE

No. of performers: \_\_\_\_\_ Type of performance: \_\_\_\_\_

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

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

**PERFORMANCE IS LIMITED TO 10 MINUTES AND WILL BE ACCEPTED ON A "FIRST COME, FIRST SERVE" BASIS UNTIL FULL.** YOUR SCHEDULED TIME WILL BE SENT TO YOU WHEN EVENING'S ORDER IS FINALIZED. CHECK-IN FOR PERFORMERS IS 45 MINUTES PRIOR TO YOUR SCHEDULED TIME. YOUR 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 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 OUT TO: 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 2, 2018 to:  
Cultural Exchange, c/o Community Relations  
40555 Utica Road, PO Box 8009, Sterling Heights, MI 48311-8009;  
\*\* e-mail to: [sgjallombardo@sterling-heights.net](mailto:sgjallombardo@sterling-heights.net)  
or fax to: 586-276-4065

Friday, March 2, 2018 6-10 p.m.

Senior Center

# Sponsor Form

Make your business or cultural group a prominent part of this year's 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! Pictured to the right is a diagram of the different levels of support.

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. 2, 2018 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+ ..... Logo on a large event banner and full page program ad
- SILVER ..... \$250 ..... Name on an event banner and half page program ad
- STERLING ..... \$100 ..... Full page program ad
- BRONZE ..... \$50 ..... Half page program ad
- CONTRIBUTOR ..... \$25 ..... Business card-sized program ad

Sponsorship level: (CIRCLE ONE)

Gold      Silver      Sterling      Bronze      Contributor

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

\_\_\_\_\_

\_\_\_\_\_

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

Make checks payable to: Treasurer, City of Sterling Heights



**BUSINESS  
CARD**



**FULL PAGE  
5.5 by 8.5 inches**



Silver sponsors' names will be featured on a small banner displayed behind the event stage and a half page program ad!

Gold sponsors will be featured on a special large banner behind the event stage and a full page program ad!



**HALF PAGE  
5.5 by 4.25 inches**