Sponsorship Benefits

Cultural Survival Bazaars are annual celebrations of Indigenous arts, music, and cultures from around the world. Presented in New England since 1982, these events feature Indigenous artists, community cooperatives, and performers selling their handmade artwork, demonstrating their craft skills, and performing music from their traditional cultures.

A Festival of Native Arts and Cultures from Around the World

bazaar.cs.org
The exceptional, unique, and handmade crafts have brought crowds of loyal supporters from the New England area for many years. Serving as a vehicle for educating the public about Indigenous and human rights, fair trade, and environmental concerns, the Bazaars attract over 18,000 people annually for globally-minded shopping and the opportunity to learn more about Indigenous cultures. Proceeds support the artistic traditions of Indigenous communities and provide capital and sustainable income to individual artisans and their families.

Sponsors interested in supporting Indigenous Peoples, cultural diversity, education, the arts, environmental preservation, and socially conscious shopping can gain valuable marketing visibility with our loyal and supportive Bazaar audience.

96% of attendees surveyed rate the Bazaar excellent or above average, and 91% say they are more likely to purchase a product or service from a company that sponsors and supports the Cultural Survival Bazaars.

2016 Summer Bazaar Dates

- DCR Pilgrim Memorial State Park, Plymouth, MA – July 23-24
- 16th Annual Cultural Survival Bazaar at Tiverton Four Corners Art Center, Tiverton, RI – July 30-31
- Loring-Greenough House, Jamaica Plain, MA – August 6-7

We present multi-day Bazaars throughout New England July-August and November-December, with attendance averaging 3,000 per event. Dates and places vary each year.

Attendee Demographics — Cultural Survival Bazaars attract a diverse audience of ethical shoppers, including older, educated professionals and their families who are interested in social justice and environmental issues, as well as socially conscious millennials looking to spend their dollars responsibly. Of surveyed Bazaar attendees, 64% reported annual income higher than $50,000 and 87% responded they would attend another Bazaar in the near future. 84% of those surveyed completed a college degree, and 45% have completed an advanced degree. 76% go out to eat at least twice a month.

Marketing — Our extensive marketing efforts reach 1 million people in the New England area each year through print materials, e-marketing, and social media. Your company’s logo or name will be seen on all Bazaar advertising (4 weeks per location). Our social media audience of 31,000 fans is 60% women, with the majority of our fans between ages 25 and 54 and in all major cities in the United States and many followers internationally.

Cultural Survival Bazaar Marketing efforts include:

- Subway and Billboard ads in the Boston metro area
- 30,000 postcards mailed and flyers distributed in the Boston metro area (including local restaurants, retail stores and other public places)
- Email marketing to Cultural Survival donors, fans and partners (roughly 20,000 people)
- Print Ads
- Posters
- Press Kits & News Releases
- Cultural Survival Website (180,000 hits per month)
- Promotion through Cultural Survival social media on Facebook and Twitter

Learn more about the Cultural Survival Bazaars, upcoming dates, and our artists, at our website: http://www.bazaar.cs.org/

“My experience with marketing at Cultural Survival has been nothing short of invaluable. The community is highly supportive, the sales are high, and the consumer demographic is completely tuned into the value of the products we represent. We have included Cultural Survival Bazaars in many of our marketing campaigns as annual staples and the result is always a combination of long and short term benefits. Return customers were one of our favorite perks for one client that sponsored the show five years in a row. These customers would save money and hold off on shopping before the bazaars in order to make large purchases at the Bazaar where they knew it would count!”

— Danae Laura, Founder & CEO Compassionate Commerce LLC
Sponsor Levels and Benefits

Presenting Sponsor  |  $10,000 per Bazaar
◇ “Your company” Presents The Cultural Survival Bazaar on all marketing materials and event banners
◇ Category Exclusive
◇ Prominent booth space at event to market your company’s products or services, distribute samples, etc.
◇ Prominent Company Logo placement on all event marketing for 4 weeks prior to your sponsored event
◇ Half-Page Advertisement in our award-winning Cultural Survival Quarterly (circulation 3,000 plus 40,000 views online)
◇ Social Media marketing package which includes highlighted partnership posts linking 31,000 Cultural Survival followers to presenting sponsor’s online presence.
◇ Your Company Logo prominently displayed on the Bazaar webpage of your sponsored event, with a link to your website

Major Sponsor  |  $7,500 per Bazaar
◇ Booth space at event to market your company’s products or services, distribute samples, etc.
◇ Your Company Logo on all event marketing for 4 weeks prior to your sponsored event
◇ Title to a proprietary area: “Your Company” Presents the live performance stage (Signage rights available at featured artisans booths or other locations entrance/exit)
◇ Quarter-Page Advertisement in our award-winning Cultural Survival Quarterly (circulation 3,000 plus 40,000 views online)
◇ Social Media marketing package which includes highlighted partnership posts linking 31,000 Cultural Survival followers to presenting sponsor’s online presence.
◇ Your Company Logo on the Bazaar webpage of your sponsored event, with a link to your website

Supporting Sponsor  |  $3,500 per Bazaar
◇ Booth space at event to market your company’s products or services, distribute samples, etc.
◇ Your Company Name on all event marketing for 4 weeks prior to your sponsored event
◇ Title to Proprietary Area: “Signage rights available at featured artisans booths or other locations” (Signage for proprietary areas must be paid for by sponsor and must be approved by Cultural Survival)
◇ Your Company Name on the Bazaar web page of your sponsored event, with a link to your website
◇ Your Company Name on the Bazaar web page of your sponsored event, with a link to your website

Sponsor  |  $1,500 per Bazaar
◇ Your Company Name on the Bazaar web page of your sponsored event

Official Supplier
◇ Donate beverages, food, lodging, or other products for raffle & giveaways
◇ Choose either a tax deduction for the value of the donation or sponsorship benefits

Media Sponsor
◇ Select any combination of benefits based upon the advertising value donated

We want your sponsorship to be of most benefit to your business. Please contact us to discuss your specific marketing and sponsorship objectives and how we might tailor a proposal for you. Special discounted rates are available for sponsoring a series of Bazaars.
Cultural Survival

More than 44 years of experience partnering with Indigenous communities has equipped Cultural Survival with a trusted network of Indigenous partners and international human rights advocates across the globe. Our work is predicated on the United Nations Declaration on the Rights of Indigenous Peoples. Cultural Survival continues to leverage our experience and leadership in advocacy, public education, emerging ideas and in providing platforms to help amplify and empower the voices of Indigenous peoples as they work to exert and protect their rights to self-determination, their lands, cultures and precious ecosystems that are essential to the planet as a whole.

◊ Our Indigenous Rights Radio program has produced a total of 923 rights based programs and distributed these programs to 1,500+ radio stations in 76 countries, translated in 32 languages.
◊ Our Advocacy Program supports Indigenous human rights and environmental defenders and grassroots Indigenous movements as they put pressure on governments and corporations to protect, respect, and fulfill the rights of their communities.
◊ The Community Media Program executes community radio exchanges and provides small grants for equipment, special trainings, staff support, and travel in response to the needs of our community media partners in Guatemala and Nepal.
◊ Our Bazaars support sustainable livelihoods for Indigenous artists. In 2015, Cultural Survival’s bazaars impacted over 1,000 Indigenous artists spanning five continents and 50 countries and generating more than $220,000 in real revenue for our vendors.

Our Mission

Our Vision
Cultural Survival envisions a future that respects and honors Indigenous Peoples’ inherent rights and dynamic cultures, deeply and richly interwoven in lands, languages, spiritual traditions, and artistic expression, rooted in self-determination and self-governance.

Our Work
Since 1972 Cultural Survival has partnered with Indigenous communities to advance Indigenous Peoples’ rights and cultures worldwide.

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