

# Sakura Park Festival

CELEBRATING HARLEM'S GLOBAL INFLUENCE  
SAT. SEPTEMBER 14, 2019 12PM - 6PM  
#sakuraparkfest

Festival organizers are inviting selected partners to participate in the success of the Sakura Park Festival. Launched in 2017, the Sakura Park Festival has become a highly anticipated fall festival among student leaders, nonprofit staff, Harlem cultural organizations, and thousands of nearby residents of the Morningside Heights and West Harlem communities.





# What's New for 2019

The 2019 Global Arts Festival celebrates the 100<sup>th</sup> anniversary of the Harlem Renaissance with participation by artists, performers, and organizations that express the global influence of Harlem and African-American cultural identity in their work.

The Taste of Morningside Food Pavilion will focus on local restaurants and chefs providing unlimited tastings to Festival goers (fees between \$5-\$10)



# \* Global Arts \* Food \* Community

## IMMERSIVE EXPERIENCES:

The Sakura Park Festival is a unique New York City public event. Conceived by global student event organizers (International House), the Sakura Park Festival delivers a full-day of immersive experiences including interactive arts, dance, games, and food. With its stunning, self-contained public park location, Festival goers spend an average of 2 hours meeting and enjoying new experiences with peers and neighbors.





## DIVERSE SELECTION OF ARTS ACTIVITIES:

- Artists and Cultural Groups have included (2017 & 2018)
- members of the cast of The Lion King for mask making;
- the Korea Society for wood block painting and games;
- internationally renowned jazz musicians performing; and
- Indonesian dance troop leading group dances.
- Overall, more than 40 cultural organizations have contributed to the interactive arts programming that makes the Sakura Park Festival unique.







# PARTNERSHIP OPPORTUNITIES

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# TASTE OF MORNINGSIDE



For 2019, the Sakura Park Festival hosts a “TASTE OF MORNINGSIDE.” The area’s best chefs will attend, offering tastings from menus spanning the globe.





# TASTE OF MORNINGSIDE

Location: Canopies will span West 122<sup>nd</sup> Street from Claremont Avenue to Riverside Drive

Date/Time: September 14, 2019 from 12pm-6pm

Table seating is arranged at the Tasting Pavilion under the eaves of the Riverside Church. Attendees may also find table seating under the trees in Sakura Park

Advance and in-person purchase tickets \$5 for kids and seniors 75 and over, \$10 for students, \$15 adults (\*)

Event sponsors will purchase approximately 400 advance tickets

The Taste of Morningside coincides with the beloved Sakura Park Global Arts Festival, attracting thousands of families and students to its full-day of programming

*\*depending on number of restaurants*



# Taste of Morningside

## RESTAURANT BENEFITS

- Targeted promotion to audience of diners, families, and regional audience through direct email and a unique Taste of Morningside @Sakura marketing campaign.
- Exclusive branding for in-restaurant, promotion
- Day-of Festival – 2 tables and chairs under canopy
- Listing in printed program and Taste of Morningside event signage
- Invitation for 3 to pre-event reception at International House on Friday, September 13





# Taste of Morningside invited restaurants

- Community Food and Juice
- Digg Inn
- Dinosaur BBQ
- Elysian Fields Cafe
- Friedman's
- Hula Poke
- Hungarian
- Insomnia Cookies
- Junzi
- Marlow Bistro
- Melba's
- Pisticci
- Pret Manger
- Row House
- Shaking Crab
- Solomon & Kuff
- Tartina
- Gong Cha
- Wu and Nussbaum
- Xi'an Famous Foods





# LOCATION:

- *Sakura Park, public.*
- *Between Claremont Avenue & Riverside Drive at 122nd Street in Morningside Heights, NYC.*
- The Festival is held under the canopy of mature cherry trees in a grassy oasis situated between International House and Manhattan School of Music with views of Grant's Tomb and Riverside Church.
- Rain date/location: International House indoors





# AUDIENCE:

- 60,300 college and graduate students within walking distance of the Festival
- 35,000 nearby neighbors are directly
- Families city-wide, with targeted marketing in Upper West Side, Harlem, and Washington Heights.
- TOTAL
- 3,000-4,500 attendees are expected



# MARKETING:

Organizers are part of a network of academic and nonprofit institutions in and surrounding Morningside Heights and these leading institutions are stakeholders in the event's success. Marketing tactics range from inserts into "new student orientation" folders and in-dorm flyers to traditional print and outdoor advertising. Festival collateral materials reflect the energy of the programming and include posters, postcards, instagram posts, partner landing pages, and direct email invitations. The Festival's food vendors and community partners contribute invaluable support in promoting the event to their own clientele.



# Contact

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