



May 25, 2017

Dear Community Member:

The You, Me, We Oakley! (YMWO!) Program is excited to partner with the City of Oakley in hosting a multicultural celebration as an integral subcomponent of our **Annual Heart of Oakley Community Festival** taking place **11:00 am to 5:00 pm on Saturday, September 23, 2017** in Oakley's Civic Center Plaza (3231 Main Street, Oakley, CA). This year's festival is expected to be bigger and a greater success than last year's event.

You, Me, We Oakley! is a grant-funded program that aims to create opportunities for our diverse residents to come together and better understand one another, appreciate each others' stories, and to recognize their common desire to build a stronger, safer and more vibrant community.

YMWO! requests your groups' participation and help in carrying out the vision of the multicultural subcomponent. In order to showcase the richness of the various cultures in Oakley and to offer attendees the opportunity to gain a greater appreciation for our shared identity, we have developed the idea of having multiple booths each represent one culture, that then attendees would travel from and experience.

We encourage your group to become Booth Exhibitors by organizing and staffing one of the featured booths. YMWO! can provide up to \$75 to any booth exhibitor in order to offset the costs of the day's materials. In order to help community members learn more about the culture you would be presenting, we encourage Booth Exhibitors to use the funds to purchase small gifts or souvenirs that can be given to the public as a takeaway. We do not allow Booth Exhibitors to sell items from the booth as we would like the public to be incentivized to learn something new and take home a memento of each culture. For your inspiration, we have included a few examples of past booths to give you a sense of what can be done.

If you, or your community group are interested in hosting a booth, please review the attached materials and return the attached application by **August 17, 2017**. Please note that groups will have the option to select their own country/culture and they will be assigned in the order they are requested. If the group has no preference then one will be assigned to them at random. Only one booth per country/culture is permitted.

Please return your completed application no later than August 17, 2017 to:

Attn: Gabriela Baños-Galván
You, Me, We Oakley!
3231 Main Street
Oakley, CA 94561

Sincerely,

You, Me, We Oakley! Project Committee

Cultural Booths from past Heart of Oakley Festivals





Heart of Oakley
Multicultural Community Celebration
Booth Exhibitor Information

Date: Saturday, September 23, 2017

Location: Civic Center Plaza (3231 Main Street, Oakley, CA)

Event Hours: 11:00 am – 5:00 pm

Set-up Time: 9:00 am – 10:30 am (All booths should be done setting up by 10:30am and ready for viewing)

Advertising: Oakley Recreation Guide, City of Oakley website & marquee, Oakley Press, YMWO Oakley Ambassador outreach, You, Me, We Oakley! Website, City of Oakley & YMWO social media outlets.

Total booth space: Approximately 20 booth exhibitor spaces

Space size & information: 10' X 10' (the size of a regular EZ up tent) Electricity is limited and will only be made available for those that request it on a first come, first serve basis. Informational booths representative of countries are not allowed to sell food or any products.

Potential cultures/countries we encourage you featuring, as they are present in our community (groups are not limited to the list below):

- | | | |
|---------------|-----------|-------------|
| ○ Italy | ○ Liberia | ○ France |
| ○ Mexico | ○ Nigeria | ○ Spain |
| ○ Philippines | ○ India | ○ Australia |
| ○ Portugal | ○ Germany | |

The following booth resources can be made available to groups upon your request

- | | |
|--|---|
| • 1 – 6 foot table (<i>limited supply</i>) | • Financial support (<i>up to \$75</i>) for the purchase of giveaway items for your booth |
| • 2 – Chairs | |
| • Tent (<i>limited supply</i>) | |
| • Table Skirt | |

Please note that in order to receive up to \$75 in financial support, booth exhibitors will have to inform the program coordinator of the items they wish to purchase and submit original receipts by September 27, 2017. Receipts must be submitted to:

Gabriela Baños-Galván
You, Me, We Oakley!
3231 Main Street
Oakley, CA 94561



Heart of Oakley
Multicultural Community Celebration
Booth Exhibitor Application

Deadline to Submit: Monday, August 17, 2017

If it is past the deadline, please contact Program Coordinator:

Gabriela Banos-Galvan

925-625-7011 or gaby@youmeweoakley.org

Name of Individual or Community Group: _____

Point of contact from your Group: _____

Address: _____

Phone: _____ Cell: _____ Fax: _____

Email address: _____

Name and phone number supporting group members that can be contacted regarding this event in addition to the contact above:

Number of spaces requested: _____ (Spaces 10' x 10')

Can you bring a 6ft. table for your booth? Yes No

Can you bring a canopy or EZ up tent for your booth? Yes No

Please provide a brief narrative or description of your booth: (What activities, informational handouts, or games are you planning?) The Event Coordinator reserves the right to prohibit any non-approved items during the event.

Please list the country/culture your group would like to represent in the Celebration. List your preference and organizers of the event will do their best to assign one of the countries of your choice.

1. _____

2. _____