

Kosciusko County Heritage Festival

Chris Plack, Cardinal Services

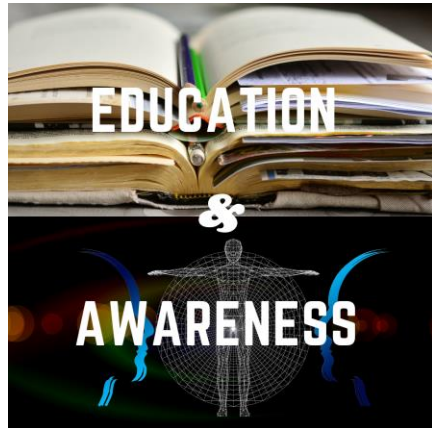
Corbin Holtsberry, Lake City Bank

Dawn Wilkinson, KEDCO

Diana Diaz-Barriga, Zimmer Biomet

April 9th, 2024





ACCESSIBILITY & INCLUSION



1. Celebrate cultural diversity
2. Foster community engagement
3. Promote education and awareness
4. Support local artisans and businesses
5. Ensure inclusivity and accessibility
6. Promote Environmental Sustainability

Vision

PLANNING

PLANNING AND ORGANIZING



PROMOTIONAL FLYERS

PROMOTE EVENT
SCHEDULE ON
ALL PLATFORMS.

Event Schedule



[Register Now](#)

[event link here](#)

September 21

AM

Heritage Parade	11am
Intro to festival	
Non Profit Expto	11am
3 on 3 Basketball Tournament	11am
Hosted by Mayor of Warsaw	

Afternoon

Food/Vendor Kick Off	12:00PM
Tenderloin Competition	1:00PM
Local Artisans and Crafters Market	1:00PM
Historical Reenactments and Storytelling Sessions	2:00PM
Baile Folkroico	3:00PM
Farm-to-Table Culinary Event	3:00PM

PM

Pickleball Tournament	4:00PM
Talent Contest	6:00PM
Live Music	7:00PM
Live Music	8:00PM
Night Market & Cultural Showcase	8:00PM
Outdoor Heritage Film Festival Screening American Teen	8:00PM
Lakeside Music & Fireworks Show	8:00PM

Dance Party 9:00PM

Prizes to be awarded to best dancers



Food Vendor Lineup



Armandos Tacos
(574) 551-4456
armando.tacos19@gmail.com



Biriyani Kitchen
(574)376-4349
kfbiryanikitchen@gmail.com



Hogs R Wild BBQ
(574)267-5757



Fire N the Hole
(574)268-8306
stacey@fireentheholepizza.com



Shawnanigans
(574)267-5757
shawnaniganscatering@gmail.com



The Twisted Tiki Food Truck
(574)527-5228
twistedtikitruck@gmail.com



Taqueria El Tejano
(574)377-0165
taqueriaeltejano574@gmail.com



Bomy's Authentic Indian Food
(574)385-2669
bomysauthenticindianfoodinc@yahoo.com

PROMOTIONAL FLYERS

PROMOTE FOOD VENDORS ON ALL PLATFORMS.

PROMOTIONAL FLYERS

PROMOTE
COMMUNITY
SERVICES AND
ORGANIZATIONS

Community
Support, &
Engagement
Programs



Register Now

[event link here](#)

On Site 11am-7pm

Nonprofit &
Community Services

One Warsaw

Orthoworx

KEDCO

Language Matters

Health Services Clinical Services

Safe Harbor Child Advocacy
Center

Local and State
Representatives

Engagement Programs

Live Well Kosciusko

Big Brothers Big Sisters

Cardinal Services

Combined Community Services

Bowen Center

K County Community
Foundation

Baker Youth Club

We Lead Kosciusko

Marketing & Promotion



4 months prior to Festival

- Local media announcement
- Mail/email sponsorship letter to contact list

3 months prior to Festival

- Community outreach
- Distribute to local businesses, schools, and community centers

2 months prior to Festival

- Local influencer engagement
- Email campaigns
- Use free or low-cost email marketing services with existing databases

1 month prior to Festival

- Contests and giveaways
- Local merchandise or services vouchers as prizes
- Radio spots and interviews



2 weeks prior to Festival

- Community countdown events
- Social media posts

During the Festival

- Live social media coverage
- Volunteer to manage social media
- Local media coverage

Post Festival

- Thank-you Campaign!
- Save the date for following year

MARKETING & PROMOTION

TIMELINE FOR PROMOTION

Pre-Launch Phase

- **Social Media** teaser posts
- **Radio** teaser announcements

Launch Phase

- **Social Media** official announcement with festival details
- **Radio** official announcements with hosted interviews

Momentum Building Phase

- **Social Media** featuring artists, vendors, and attractions.
- **Radio** weekly updates featuring artists, vendors, and attractions

TIMELINE FOR PROMOTION

Final Push Phase

- Social Media countdown posts with “X days to the festival” updates
- Daily mentions of festival features

Festival Time

- Real-time updates and announcements throughout the festival. Live streams of performances and interviews with artists.

Post Festival

- Share professional photos & videos
- Radio recaps of segments highlighting the festival’s best moments.

LOGISTICS AND INFRASTRUCTURE

Venue Selection

- Central location such as Downtown Warsaw

Infrastructure

- Arrange stages and seating for performances, seating, and tents for covered areas.

Utilities and services

- Power and lighting- ensure sufficient power for lighting, sound systems and vendor booths

Vendor and Participant Coordination

- Booth setup- coordinate with vendors, exhibitors, and workshop leaders on their space requirements, setup times, and specific needs.

Technology and Communications

- Networking and Wi-Fi: ensure proper connection for vendors and attendees

Transportation and Parking

- Shuttle services for larger festival for transporting people from parking locations far from event

BUDGET AND FUNDING

Sponsorship Packages

Bronze Sponsorship - \$500

- Logo featured on the festival website/social media page.
- Social Media Shoutout: A thank you post on the festival's social media pages.
- Event Brochure: Your logo listed in the event brochure distributed to attendees.

Silver Sponsorship - \$1000

- All Bronze benefits
- Banner Space
- Social Media Highlights

Gold Sponsorship - \$1500

- Silver Benefits
- Speaking opportunities at event
- Complimentary exhibit space the day of the event

NON-PROFIT EXHIBIT SPACE

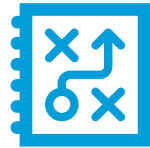
ZB Center Lake pavilion will house non-profit booths at no cost to those organizations

Non-Profits will have opportunity to showcase services to underserved groups

Festival goers will have the opportunity to learn about services available in a casual, family friendly atmosphere



SUSTAINABILITY AND IMPACT



One Warsaw, a registered 501 c (3) Nonprofit Organization founded in 2019, has agreed to take on the expanded festival format

Provide playbook to One Warsaw as an extension of Celebrating Us

This festival is an extension of One Warsaw's mission.

IMPACT

Conclusion

- Kosciusko County Heritage Festival is a significant step toward a shared vision of cultural richness and community solidarity
- As the event takes shape, the promise of a cherished annual tradition for Kosciusko County will come to life

