

NEW YORK CITY CELEBRATES THE SEVENTH ANNUAL
IMMIGRANT HERITAGE WEEK

APRIL
15 – 21
2010

Event Proposal Guidelines

MAYOR'S OFFICE OF IMMIGRANT AFFAIRS

Immigrant Heritage Week

A city-wide celebration established by Mayor Bloomberg that honors the experiences and contributions of immigrants in New York City. Featured events are designed to build cross-cultural bridges of communication, understanding, and respect amongst all New Yorkers.

2010 Theme & Goals

Theme: "NYC ♥ Immigrants"

Goals:

- *To create an environment of inclusiveness that embraces and celebrates all New Yorkers*
- *To celebrate New Yorkers' immigrant heritages and contributions*
- *To connect New Yorkers of different origins*
- *To inspire New Yorkers to reclaim and take pride in their immigrant roots and heritage*

Event Proposal Form

The *Immigrant Heritage Week 2010 Event Proposal Form* is available at www.nyc.gov/immigrants.

Completed forms can be submitted online (preferred) or to MOIA@cityhall.nyc.gov.

Submission Deadline

Friday, November 27, 2009, 5pm. No late submissions will be accepted.

Format of Events

Events can follow any format, including dance or music performances, panel discussions, art and photo exhibitions, film screenings and workshops. Events **MUST** reflect the goals outlined above and be relevant to immigrant experiences and cultures.

Venue/Location

Indicate type and location of space where the event will be held. Note any details that make your venue/location special.

Events can be held in any neighborhood across the five boroughs. Venues can include community spaces, libraries, museums, and private spaces. In deciding on location, please consider capacity, wheel-chair accessibility, and proximity to mass transportation.

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Immigrant Heritage Week 2010

Event Proposal Guidelines - continued

Media Plan/Outreach

Provide a media plan outlining how you will widely publicize your event and reach both your target audience and the general public.

You should consider communicating with local newspapers and ethnic media. We also encourage you to utilize newsletters, e-mail list serves, handouts and posters, websites and word of mouth to generate buzz around your event. Feel free to share your media plan at the pre-proposal conference.

Funding

Please indicate in your proposal all (possible) funding sources. (Note: the Mayor's Office of Immigrant Affairs does not provide funding.)

All *Immigrant Heritage Week* events are funded by host organizations and their supporters. We encourage you to seek support from local businesses, community leaders, and elected officials.

Collaboration

Please list all groups you intend to collaborate with to plan/organize/publicize your event.

The Mayor's Office encourages you to collaborate with diverse groups to present programs that celebrate shared immigrant experiences and/or traditions. Consider reaching out to groups in your neighborhood. Think about crossing racial, ethnic, gender, and age boundaries.

Here are some examples of past *Immigrant Heritage Week* events where different groups collaborated:

- 1) A showcase of traditional clothing, music, and food from Latin America and Asia, and
 - 2) An art exhibit that sparked discussion on identity in a city of old and new immigrants.
- Such programs that promote cross-cultural understanding between New Yorkers truly embody the spirit of *Immigrant Heritage Week*.
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New York City Celebrates the Seventh Annual Immigrant Heritage Week

April 15 – 21, 2010

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