13th Annual Rancho Cordova iFest

Take a Trip Around the World!

5-9 p.m. Saturday, May 9, 2020
Village Green Park * 3141 Bridgeway Drive
Attendance: 3,000

MISSION
Rancho Cordova iFest is a festival celebrating the ethnic diversity of the community and reaching out to newcomer groups by offering an opportunity for them to showcase their cultural heritage. The event is a free, family-friendly evening in an outdoor setting. It celebrates the sounds, dance and tastes from around the world… and around the corner. Our motto is “Small World. Big Party.”

COLLABORATORS
This volunteer-driven event is organized by a Cordova Community Council planning group that includes community residents. Centerpiece of this event is the colorful and lively entertainment line-up on stage in the amphitheater. Admission to the event is free of charge. Food and beverage are available for purchase. “Wines of the World” is a unique wine and beer-tasting experience for adults. A special ticket is required for this “21-and-older” activity.

ATTENDANCE
Participation is broadly diverse, with performing groups representing more than a dozen international cultures. Audience members are all ages, with families making up the biggest sector.

PUBLICITY
iFest is marketed to the community through local media, social media and 20,000 high-quality flyers distributed through the newspaper and schools. iFest has enjoyed generous coverage by local media.

Planning cycle begins in February, with sponsor deadline March 20 for collateral materials including publicity flyers, programs and volunteer gear. Event marking begins in late April.

SPONSORS
Rancho Cordova iFest is the Cordova Community Council’s diversity and cultural arts showcase. If reaching out to ethnic populations by celebrating their rich cultural heritage is what you seek, join us at iFest 2020.