



## SPONSORSHIP OPPORTUNITIES

**DUE: February 6, 2017 for full marketing benefits.  
Sponsorships after due date are still accepted**

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### EVENT

National City International Mariachi Festival

### SUMMARY

National City's 2017 International Mariachi Festival is a community-friendly event providing entertainment for families to come together and celebrate San Diego's Mexican heritage through mariachi music, traditional ballet folkloric dancing, and a celebration of arts, culture, and culinary delights.

The mariachi program supports today's youth in their artistic, individual and educational development. On March 10 and 11, 2017, prior to the festival, we are offering mariachi practitioners a two-day music conference at the University of San Diego. The conference will consist of mariachi music instruction and training for 300 students from throughout the United States by renowned Mariachi educators and practitioners. The conference participants will be invited to the mariachi festival on Sunday, March 12, 2017, at Pepper Park in National City.

### FESTIVAL DATE

March 12, 2017

### TIME

11 AM- 7 PM

### LOCATION

Pepper Park, 3299 Tidelands Ave, National City, CA 91950

### AUDIENCE

The National City International Mariachi Festival welcomes mariachi aficionados from throughout the nation and Mexico. **Expected attendance** is 20,000 +. **Audience Race:** 85% Latino, 5% Caucasian, 2% Native American, 5% Asian, 3% African American. **Audience Age:** 20% Children (0-17 yrs), 60% Adults (18-54yrs), 20% Seniors (55 + yrs).

### PROMOTIONAL OPPORTUNITIES

#### 2017 Media Campaign Opportunities include but are not limited to:

**Television:** Univisión, Televisa, and other media stakeholders.

**Radio:** Univision Radio (2 Stations), Radio Latina, Uniradio Group (4 Stations), Magic 92.5FM

**News Print:** El Clasificado, Frontera, El Latino, Ella Magazine, La Voz de San Diego, Star News, Our Hometown Magazine, Filipino Press, and Volaris, San Diego Family Magazine

**Mobile Ads:** 3 Major Freeway Digital Message Boards (625,000 vehicles daily), Super Shuttle vans, Metropolitan Transit System (MTS), Digital Message Boards at U.S. San Ysidro /Mexico Border Crossing.

**Online:** Event community calendars from our media sponsors and partnership with [www.visitnationalcity.com](http://www.visitnationalcity.com). Social media campaign on Facebook, Twitter, and an aggressive Google Ads campaign.



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## BENEFITS

- *Brand Exposure and Public Image* -This event will draw Mariachi music aficionados from throughout the United States and Mexico. Sponsors will receive invaluable recognition and be associated with the cultural empowerment of the communities you serve.
- *Connect with the Hispanic Culture* -Gain your company positive exposure amongst a predominantly Hispanic Market.
- *Extensive Media Coverage* -This is a unique event that will receive extensive broadcast and print media coverage on both sides of the U.S.-Mexico border.

## OUTREACH IMPACT

San Diego/Tijuana region is the 3rd largest Hispanic market in the United States. The U.S. Mexico border is the busiest border crossing in the world, with more than 56.3 million people crossing per year. Latinos in San Diego County have an estimated buying power of \$14.5 billion dollars per year, with over 1 million Latinos living in San Diego County, while 1.8 million live in Tijuana.

The Mariachi Festival is a bi-national event drawing in spectators and consumers from Mexico and the U.S. This event allows your brand to be part of an exciting promotional opportunity where community members enjoy fellowship. Sponsors that make the event possible will be remembered long after the notes of the beautiful mariachi music fades out.

## Demographics-National City

ETHNICITY	COUNT	% Population
Hispanic	36, 546	63%
White	5, 620	10%
Asian & Pacific Islander	11, 314	20%
Black	2, 615	5%
Two or More Races	1, 425	2%
<b>Total</b>	<b>57, 799</b>	<b>100%</b>

\* [www.ci.national-city.ca.us/](http://www.ci.national-city.ca.us/)

## Media Campaign and Strategy

Our entire media campaign will be at full force two weeks before the event

- : 30 second television ads will be aired in 6 different Spanish language outlets.
- Radio spots on 4 different Spanish language outlets, plus 1 English language.
- Over 10 different Newsprint organizations will be utilized. Over 150,000 impressions of the event.
- Social Media Facebook, My Chamber Mobile App, Twitter, Visit National City Mobile
- Online calendar listings
- Printed Collateral: Flyers, Posters, Postcards

**Value of these advertisements exceeds a combined \$400,000 in media and marketing benefits.**



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**Custom sponsorship packets are available upon request based on client capacity.  
Contact Jacqueline Reynoso: [reynoso@nationalcitychamber.org](mailto:reynoso@nationalcitychamber.org)**

## **Title Sponsor- \$55,000 (SOLD OUT)**

Your company will be the Title Sponsor of the National City Mariachi Festival and will be ensured the MAXIMUM exposure in all aspects of the event's marketing campaign.

### **Included in your Sponsorship:**

- 40' x 40' Festival Footprint. Engage the attending market via promotional and informational items. Tote bags, pens, samples, etc.
- Logo inclusion as title sponsor on official Mariachi Fest Program and staff t-shirt
- Logo Inclusion on official Mariachi Fest website with hyper link to partner site
- Logo inclusion on all marketing collateral as title sponsor to include press releases and all forms of media announcements, advertising, promotions, and PR Campaigns
- Mention as title sponsor on radio, television, and newsprint ads
- Your company logo will appear as title sponsor of the Mariachi Fest on three different Freeway Message Boards reaching 625,000 vehicles daily
- Priority banner placement on Main Stage
- 10 announcements during festival with an additional 5 minute stage presentation
- Mobile ads with Metropolitan Transit System (MTS) and Super Shuttle Vans
- Logo inclusion on Digital Message Boards at U.S. San Ysidro /Mexico Border Crossing
- 20 All access passes for VIP tent and VIP seating in front of stage
- 2 page spread in Chamber News Publication; Full Color in the Summer 2017 publication
- Banner placement at event
- VIP Parking

## **Presenting Sponsor- \$30,000 – (1 Available)**

### **Included in your Sponsorship:**

- 30' x 30' Festival Footprint. Engage the attending market via promotional and informational items. Tote bags, pens, samples, etc.
- Logo Inclusion on official Mariachi Fest website with hyper link to partner site
- Logo inclusion on all marketing collateral to include press releases and all media announcements, advertising, promotions, and PR Campaigns
- Logo recognition on Digital Board
- 6 announcement's during festival with an additional 1 minute stage presentation
- Mobile ads with Metropolitan Transit System (MTS) and Super Shuttle Vans
- 10 All access passes for VIP tent and VIP seating in front of stage
- Half page advertisement on National City Chamber Newsletter in Summer 2017 publication
- Banner placement at event
- VIP Parking

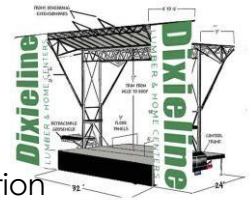
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## Main Stage Sponsor - \$15,000 (1 Available)

### Included in your Sponsorship:

- 20' x 30' Festival Footprint designed to engage the attending market via promotional and informational items.
- Branding on the Main Stage (2 side panels)  
(SAMPLE)
  - Prominent and most visible banner placement on main stage.
  - 2 Banners. Sizes to be approximately 12' x 17'
- Logo Inclusion on official Mariachi Fest website with link to partner site.
- Logo inclusion on all marketing collateral to include press releases and all media announcements, advertising, promotions, and PR Campaigns
- 4 announcement's during festival with an additional 1 minute stage presentation
- Mobile ads with Metropolitan Transit System (MTS) and Super Shuttle Vans
- 8 All access passes for VIP tent and VIP seating in front of stage
- Banner placement at event
- VIP Parking



The Performance Pavilion will be the focal point of the largest Mariachi Festival in San Diego County. From this interactive performance space, our community will listen to the best student Mariachi practitioners representing different areas of our surrounding regions. A World- renowned mariachi group will perform on the main stage raising your brand awareness and marketing reach.

## Charro Sponsor \$10,000

### Included in your Sponsorship:

- 20' x 20' Festival Footprint designed to engage the attending market via promotional and informational items.
- Logo Inclusion on official Mariachi Fest website with link to partner site.
- Logo inclusion on marketing collateral to include press releases and all media announcements, advertising, promotions, and PR Campaigns
- Logo placement on Main Stage
- 4 announcement's during festival with an additional 1 minute stage presentation
- Mobile ads with Metropolitan Transit System (MTS) and Super Shuttle Vans
- 6 All access passes for VIP tent and VIP seating in front of stage
- Banner placement at event
- VIP Parking

## VIP Lounge Sponsor \$7,500 (SOLD OUT)

- 20' x 20' Festival Footprint. Engage the attending market via promotional and informational items. Tote bags, pens, sample items
- Branding at the VIP Lounge
- Logo placement at main stage & photo drop
- Logo inclusion on some marketing
- Logo Inclusion on official Mariachi Fest website with hyper link to partner site
- Banner placement at event
- 2 announcements during festival.
- Mobile ads with Metropolitan Transit System (MTS) and Super Shuttle Vans
- 10 All access passes for VIP tent and VIP seating in front of stage
- VIP Parking



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## **Maestro Sponsor- \$7,000**

### **Included in your Sponsorship:**

- 20' x 20' Festival Footprint. Engage the attending market via promotional and informational items. Tote bags, pens, sample items
- Logo placement at main stage
- Logo inclusion on some marketing
- Logo Inclusion on official Mariachi Fest website with hyper link to partner site
- Banner placement at event
- 2 announcements during festival.
- Mobile ads with Metropolitan Transit System (MTS) and Super Shuttle Vans
- 4 All access passes for VIP tent and VIP seating in front of stage
- VIP Parking

## **Composer Sponsor- \$5,000**

### **Included in your Sponsorship:**

- 10' x 20' Festival Footprint. Engage the attending market via promotional and informational items. Tote bags, pens, samples, etc.
- Logo inclusion on program
- Logo placement at main stage
- Logo Inclusion on official Mariachi Fest website with hype link to partner site
- 2 All access passes for VIP tent and VIP seating in front of stage, plus back stage access
- VIP Parking

## **Padrino Sponsor- \$2,500**

10' x 10' Festival Footprint. Engage the attending market via promotional and informational items.

- Logo inclusion on program
- Priority Booth Placement
- Listed on Mariachi Fest website with hype link to partner site
- 1 VIP Pass
- VIP Parking



# SPONSORSHIP OPPORTUNITIES

**DUE: January 29, 2017 for full marketing benefits.**  
**Sponsorships after due date are still accepted**

## SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, \_\_\_\_\_ and the National City Chamber of Commerce (NCCC) for sponsorship of the 2017 International National City Mariachi Festival that will take place at Pepper Park, 3299 Tidelands Avenue, National City, CA 91950 on Sunday, March 12, 2017.

NCCC will provide \_\_\_\_\_ with the benefits listed in the corresponding sponsorship level. In return, the above mentioned company will provide NCCC the total amount of sponsorship fees checked below by February 6<sup>th</sup>, 2017. A fifty percent (50%) deposit of the total amount due must be paid within one (1) week of signing this agreement.

### Check Sponsorship Level(s)

By Credit Card Charge  Visa  MC  AMX  Discover

Name on Card \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Card \_\_\_\_\_ No

Exp Date \_\_\_ / \_\_\_ 3 Digit Code \_\_\_\_\_ Amount Charged \$ \_\_\_\_\_

Authorization: By signing below you authorize NCCC to withdraw the designated amount from your account.

\_\_\_\_\_  
 Authorization Signature

\_\_\_\_\_  
 Date

- Title Sponsor** \$55,000 **(SOLD OUT)**
- Presenting Sponsor** \$30,000 (1 Available)
- Main Stage Sponsor** \$15,000 (1 Available)
- Charro Sponsor** \$10,000
- VIP Lounge Sponsor** \$7,500
- Maestro Sponsor** \$7,000
- Composer Sponsor** \$5,000
- Padrino Sponsor** \$2,500
- Other** \$ \_\_\_\_\_

Total amount sponsored \$ \_\_\_\_\_

**\*All fees are non-refundable and are due no later than February 6, 2017 in order to reserve your sponsorship.**

Contact Name (s) \_\_\_\_\_ Email: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

I am authorized to enter into this agreement on behalf of the company mentioned above.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Print Name*

\_\_\_\_\_  
*Date*

**Makes Checks Payable To:**  
**National City Chamber of Commerce**  
**Memo: International Mariachi Festival**  
 901 National City Blvd.  
 National City, CA 91950