

## Educational Partnership Opportunities

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### **Mariachi Education Presenting Sponsor- \$20,000**

Your company will be the title sponsor of the Mariachi Student Workshops and Concert at the University of San Diego (USD) on March 9 and 10, 2017. Your participation will allow us to select the most qualified and experienced mariachi instructors and performers from throughout the United States and Mexico. Participating students will benefit from a first rate educational experience in a prestigious setting at the University of San Diego.

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

- 20' x 20' Conference Footprint. Engage the attending market via promotional and informational items. Tote bags, pens, samples, etc.
- Logo inclusion as presenting sponsor on official Mariachi Conference Program
- Logo Inclusion on official Mariachi Fest website with link to partner site
- Logo inclusion on all marketing collateral as presenting conference sponsor to include press releases and all forms of media announcements, advertising, promotions, and PR Campaigns
- Mention as presenting sponsor on radio, television, and newsprint ads for Mariachi Fest
- Your company logo will appear as presenting sponsor of the Mariachi Conference on three different Freeway Message Boards reaching 625,000 vehicles daily
- Banner placement on Main Stage at the University of San Diego concert hall
- Announcement's during conference with an additional five (5) minute stage presentation on March 11<sup>th</sup> at the private mariachi concert.
- Mobile ads with Metropolitan Transit System (MTS) buses and Cloud 9 Super Shuttle Vans
- 30 All access passes for VIP seating in front of stage at USD concert on March 11, 2017
- 10 VIP passes for VIP seating at the Mariachi festival on March 12, 2017.

### **Media Campaign and Strategy – Mariachi Fest, March 12, 2017**

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. Some to include, Telemundo and Univision.
- Radio spots on 2 different Spanish language outlets, plus 1 English language.
- Over 5 different Newsprint organizations will be utilized. Over 150,000 impressions of the event.
- Social Media Facebook Twitter
- Online newsletters

**Value of these advertisements exceeds a combined \$150,000 in media and marketing purchases.**



## **Mariachi Education Partner Sponsor- \$10,000**

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

- 20' x 10' Conference Footprint. Engage the attending market via promotional and informational items. Tote bags, pens, samples, etc.
- 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
- Banner placement on Main Stage at the University of San Diego concert hall
- One announcement during conference per day, with an additional two (2) minute stage presentation on March 11<sup>th</sup> at the private mariachi concert.
- 20 All access passes for VIP seating in front of stage at USD concert on March 11, 2017
- 5 VIP passes for VIP seating at the Mariachi festival on March 12, 2017.

## **Mariachi Education Supporting Sponsor - \$5,000**

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

- 10' x 10' Conference Footprint.
- Logo Inclusion on official Mariachi Fest website with link to partner site
- Logo inclusion on Mariachi conference brochure, website page, and student collateral to include instructional notebooks.
- Banner placement at the University of San Diego workshop area
- 10 All access passes for VIP seating in front of stage at USD concert on March 11, 2017

## **Mariachi Education Contributing Sponsor - \$2,500**

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

- Logo Inclusion on official Mariachi Fest website with link to partner site
- Logo inclusion on Mariachi conference brochure, website page, and student collateral to include instructional notebooks.
- 5 All access passes for VIP seating in front of stage at USD concert on March 11, 2017

## **Mariachi Education Marketing Sponsor - \$1,000**

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

- Logo Inclusion on official Mariachi Fest website with link to partner site
- Logo inclusion on Mariachi conference brochure, website page, and student collateral to include instructional notebooks.
- 2 All access passes for VIP seating in front of stage at USD concert on March 11, 2017

## 2017 Media Campaign Opportunities

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\*The benefits listed below are part of the Mariachi Fest Marketing Campaign. The International Mariachi Festival is held at Pepper Park in National City on March 12, 2017.

**\*Maximum benefits are offered to title sponsors and presenting sponsors of the Mariachi Student Workshops taking place on March 9-11, 2017. You will receive dual benefits and receive recognition and brand awareness at both events.**

### **BENEFITS**

- *Brand Exposure and Public Image* -This event will draw Mariachi music aficionados from throughout the United States and Mexico. 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.

### **Television**

Univisión, Telemundo, Televisa, Azteca América, Síntesis, KUSI, San Diego Living CW, KPBS, and CBS 8.

### **Radio**

Univision Radio, Radio Latina, MVS Radio, Uniradio Group, Milenio Radio, Radio Formula and Multimedios Radio.

### **News Print**

El Mexicano, Frontera, El Latino, Enlace, Vida Latina, La Voz de San Diego, El Informador, El Sol de Tijuana, Ella Magazine, Giving Back Magazine, Star News, San Diego Union Tribune, San Diego Daily Transcript, San Diego Reader, National City Times, Filipino Press, and City Beat. Distribution to include the Mexico /San Diego International border crossing.

### **Mobile Ads**

3 Major Freeway Digital Message Boards (625,000 vehicles daily), Cloud 9 Super Shuttle vans, Metropolitan Transit System (MTS)

### **Online**

Online event community calendars from our media sponsors and partnership with [www.visitnationalcity.com](http://www.visitnationalcity.com). Social media campaign on Facebook and Twitter.



## Mariachi Educational Workshop Background

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### Mariachi Workshop History

Every year since 2001, thousands of students of all ages come from all over the country to learn from some of the best mariachi masters in San Diego, CA.

The workshops are organized by Serafin Paredes, founder of Mariachi Juvenil de San Diego, the first non-profit mariachi organization in the San Diego Area. The organization's mission is to encourage students to attend a four year University and pursue a career in music.

Mariachi Juvenil De San Diego has participated in the Viejas Mariachi Competitions, Tucson Mariachi Student Showcases, San Juan Capistrano Mariachi Competition, Anaheim Mariachi Competition and other local mariachi events and workshops.

Workshops provide study opportunities for students. Students learn and perform a variety of musical selections that demonstrate the highest mastery of the art. Classes help instill self-confidence through performance skills and education in the tradition of mariachi.

### Musical Instruction

Musical instruction will be provided by the University of Texas Pan American (UTPA) Mariachi Aztlan. Since 1989, the UTPA Mariachi Aztlán has been one of the best known musical groups on campus and off. The UTPA Mariachi program was founded by Dr. Dahlia Guerra, Dean of the College of Arts and Humanities at UTPA, and is directed by Mr. Francisco Loera, who is on the faculty at the Department of Modern Languages and Literature and the Department of Music and Dance at UTPA.

The UTPA Mariachi Aztlán was founded to promote Mexican Folk music and the culture of the Hispanic people for the benefit of students and the community. We are happy to welcome Mariachi Aztlán to San Diego as our selective group of instructors for the two day mariachi workshop at the University of San Diego on March 9<sup>th</sup> and March 10<sup>th</sup>. The Mariachi has traveled throughout Mexico representing the U.S.A. and throughout America as musical ambassadors representing the beauty of the Hispanic music and cultural traditions and creating a bridge of cultural understanding between two countries and two peoples. Their growing reputation for performance excellence initiated the recent invitation from the White House to perform at a signing ceremony of an Executive Order renewing and enhancing the White House Initiative on Educational Excellence for Hispanics, performing for President Obama himself. In collaboration with the Houston Grand Opera, the UTPA Mariachi Aztlán premiered the stage production of ***Cruzar la Cara de la Luna***, the world's first "Mariachi-Opera" in December, 2010.

## Workshops at the University of San Diego

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### Workshop Classes

Classes cover instruction in guitarrón, guitar, trumpet, violin, vihuela, harp and voice. There are Three levels of workshops; Level I, II, III.

Students will have the opportunity to perform at the Shiley Theatre located at the USD campus. The students will perform in the Mariachi Student Showcase for family and friends on Friday March 10, 2017. Four selected mariachi groups will open for the exclusive University of Texas Pan American Mariachi Aztlan professional mariachi concert on Saturday March 11, 2017. In addition to these two performances, students will be invited to sign up for the International Mariachi Festival at Pepper Park in National City on Sunday March 12, 2017.

The educational workshop and performance fosters advanced music making, dance, and music appreciation. Participating students also become more culturally aware as they carry on the musical and cultural traditions of mariachi.

### Instructor Selection

Mariachi Workshop maestros and instructors are carefully selected to insure the highest quality instruction for students attending the conference. Each instructor is selected based on musical talent and experience, knowledge and technique of the instrument he/she has been selected to teach, teaching ability, mariachi musical and history knowledge, commitment to the preservation of the tradition and authenticity of the music, committed to non-compromising of the quality and integrity of the musical tradition of mariachi music. In addition, our maestros have made significant contributions to the evolution of the tradition and almost all have musical arranging and composing to their credit. Their history testifies to their incomparable experience, knowledge, talent and passion for mariachi music. They bring hundreds of years of experience and are valuable assets to our conference. They come from both the United States and Mexico.