



FIESTA OLD TOWN
CINCO DE MAYO
&
FOLKLORICO COMPETITION

SPONSORSHIP PACKET



THE LARGEST CINCO DE MAYO CELEBRATION NORTH OF THE BORDER

ABOUT FIESTA OLD TOWN CINCO DE MAYO

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Grab your amigos and head over to historic Old Town to spice up your weekend with the annual Fiesta Old Town Cinco de Mayo! Celebrating 35 years of fiery fun, Fiesta is sure to be MUY CALIENTE! Fiesta Old Town Cinco de Mayo will transform the historic Old Town area into the largest Cinco de Mayo celebration north of the border. This FREE FAMILY-FRIENDLY festival will take place Friday, May 4th, Saturday, May 5th and Sunday, May 6th, 2018.

Fiesta Old Town Cinco de Mayo will feature three stages of live entertainment, with over 40 bands, consisting of Latin rock, pop, salsa, soul, jazz and contemporary styles of music. Stroll through the iconic Lowrider Lane and be wowed by the unique paint jobs and car modifications that have become a Fiesta favorite. Feed your appetite by feasting at the delectable dining establishments throughout Old Town or at one of the many food vendors offering up cervezas, agua frescas, burritos, tacos, and so much more! Enjoy margarita and tequila specials throughout Old Town to get you in the mood to shake your maracas and fiesta the day and night away.

Between the music, feed your curiosity and love for history by exploring the museums, specialty shops and the lively streets of the bustling Mercado where you can purchase an array of merchandise: handmade leather pieces, beautiful jewelry and many more treasures. With free activities for the children, such as; face painting, arts and crafts, interactive educational elements, and so much more, your little ones will have no interest in a siesta at this fiesta!



BY THE NUMBERS

3 DAYS - MAY 4TH - 6TH

50 VENDORS

35TH ANNUAL

6 BLOCKS

100,000 + ATTENDEES

2 STAGES

SPONSORSHIP BENEFITS

All sponsors will receive amazing exposure through the following benefits

KEY ELEMENTS PART OF ALL PACKAGES

- Designate your company as a Sponsor of Fiesta Old Town Cinco de Mayo 2018
- Opportunity to market your company for three days to over 100,000 engaged consumers
- Ability to shape consumer attitudes by educating, entertaining and engaging a captive audience
- Brand exposure through experiential activations that deliver relevance and value to the consumer
- Creative marketing through digital platforms and experiential activations
- Potential for an on-going mutually beneficial relationship and partnership with the Historic Old Town Community Foundation and McFarlane Promotions
- First right of refusal to sponsor Fiesta Old Town Cinco de Mayo 2019

PROMOTIONS PART OF ALL PACKAGES

- Pre-event Exposure
- Company name/logo in promotional material including press releases, calendar notices, media alerts, eblasts, social media and all press kits
- Company name/logo in promotional newspaper/magazine mentions including: San Diego Reader, Downtown News, San Diego Union Tribune, Filipino Press, Enlace & more.
- Company name/logo to be listed on print collateral materials including, but not limited to the following: Flyers - 20,000 | Posters - 200 | Online Event Program
- The opportunity to have your product highlighted at the pre-event radio promotions at an Old Town venue
- Brand logo inclusion and sponsor recognition on the "Thank You To Our Sponsor Page" of the official event program.
- Opportunity to have a banner ad on the event website
- On-Site & Post-Event Exposure
- Company's product or name to be highlighted at the event
- Company name and logo featured on event signage
- Company name mentioned on stage at event

CREATING A PARTNERSHIP

Sponsor exposure level will vary based on level of commitment.

All sponsors are asked to promote the event through tools available to company, including but not limited to social media, eblasts, website, etc

SO, WHERE DO WE GO FROM HERE?

NEED TO CUSTOMIZE A PACKAGE? LET'S TALK.

\$30,000 TITLE SPONSOR

- Marketing exclusivity in sponsor category
- Company name/logo incorporated into the event logo and event name when listed
- Mega box advertisement in the official event program
- Inclusion in on-air radio promotions
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 6 social media posts across 2 platforms (Sponsor accounts to be tagged)
- Company name and logo will receive prominent signage placements throughout the event venue, depicting the name of your company as well as logo (signs to be provided and hung by sponsor in mutually agreed upon areas.)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Experiential Area: Company will have a designated area in a mutually agreed upon location in the event site area that will be a designated "Experience Zone". The location of the experience zone will be agreed upon by both parties each year pending event layout. Any additional expenditures caused by the creation of the Company's Experiential Area will be paid by Company.

\$15,000 PRESENTING SPONSOR

- Company name/logo incorporated into the event logo and event name when listed
- Large box advertisement in the official event program
- Inclusion in on-air radio promotions
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 4 social media posts across 2 platforms (Sponsor accounts to be tagged)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand

\$10,000 LUCHA LIBRE SPONSOR

- Company name/logo included wherever the Lucha Libre matches are mentioned including website, releases, program, ads, etc.
- Official sponsor of the Lucha Cantina
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to place signage on the lucha libre ring (Sponsor to provide signage at the designated sizes)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Logo inclusion on 10 street decals directing people to the ring

\$5,000 CHILDREN'S AREA SPONSOR

- Recognition in event promotions and on-site signage as a Community Partner
- A minimum of 1 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 6 street decal stickers throughout the event venue

\$5,000 COMMUNITY PARTNER SPONSOR

- Recognition in event promotions and on-site signage as a Community Partner
- 10x20 booth at the event for company promotions/sales
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 6 social media posts across 2 platforms (Sponsor accounts to be tagged)
- Logo inclusion on 15 street decals directing people to the reading

\$3,500 COMMUNITY PARTNER SPONSOR

- Recognition in event promotions and on-site signage as a Community Partner
- 10x10 booth at the event for company promotions/sales
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 1 social media posts across 2 platforms (Sponsor accounts to be tagged)
- Logo inclusion on 6 street decals directing people to the reading

\$2,500 BATTALLA DE PUEBLA SPONSOR

- Company name/logo included wherever the Battalla de Puebla is mentioned including website, releases, program, ads, etc.
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 1 social media posts across 2 platforms (Sponsor accounts to be tagged)
- Opportunity for sponsor to speak for 2-3 minutes at each reading of the Battalla de Puebla
- Logo inclusion on 10 street decals directing people to the reading

These packages are just the starting point for our conversation! We are happy to design a custom package for you based on your company brand.

Contact jenna@mcfarlanepromotions.com to schedule a time to discuss the endless opportunities!

SPONSOR REGISTRATION

- ☐ \$30,000 TITLE SPONSOR
- ☐ \$15,000 PRESENTING SPONSOR
- ☐ \$10,000 LUCHA LIBRE SPONSOR
- ☐ \$5,000 CHILDREN'S AREA SPONSOR
- ☐ \$5,000 COMMUNITY PARTNER SPONSOR
- ☐ \$3,500 COMMUNITY PARTNER SPONSOR
- ☐ \$2,500 BATTALLA DE PUEBLA SPONSOR

All terms and conditions accepted by the Sponsor:

Signature: _____ Date: _____

Please print name: _____

Company Name: _____ Title: _____

Phone: _____ Fax: _____

Email: _____ Twitter: _____

Instagram: _____ Facebook: _____

All terms and conditions accepted by Historic Old Town Community Foundation:

Signature: _____ Date: _____

Please print name: _____

Company Name: _____ Title: _____

Phone: _____ Fax: _____

