

Sponsorship Levels & Benefits

Becoming a Festival Sponsor holds many benefits in terms of visibility to the Latino community and the Bay Area community as a whole:

- 20x20 tent for product display
- Concert Tickets
- Banner placement around event
- Sponsor logo and link on event web site on festival website
- Sponsor banners at outdoor festival
- Stage mentions throughout the event at the plaza.
- Special news release describing sponsor involvement
- Radio support

Bronze Level

Marketing Investment: \$15,000

- One 10 x 10 booth at outdoor event
- Direct mail acknowledgement
- Acknowledgement as a patron of the 20th Annual festival
- Logo in Festival e-newsletter
- Logo on Festival Posters
- Logo on Festival Flyers
- Website links
- VIP tickets to Evening Concerts (Amount TBD)

Stage Sponsor

Marketing Investment: \$50,000

- Naming rights to one stage at Outdoor Event or One Evening Concert
- Booth space at Mariachi Festival Logo and link in Festival website
- Logo on Festival Posters
- Logo on Festival Flyers
- Logo on selected Festival Print Ads
- Logo on Save the Date Postcards
- Tickets to concert events
- Tickets to one VIP event

Presenting Sponsor

Marketing Investment: \$75,000

- Official festival naming rights (*for example "20th Annual San Jose Mexican Heritage and Mariachi Festival presented by Comcast"*)
- Logo on all Festival Print Ads
- Logo inclusion in all festival marketing collateral
- Booth space and VIP section at outdoor event
- Press announcement
- Defined on-site presence at one evening concert
- Tickets to concerts

Title Sponsor

Marketing Investment: \$150,000

- Official festival title (*for example "Comcast San Jose Mexican Heritage and Mariachi Festival"*)
- Press announcement and media event with Festival artists
- Logo on all TV ads and mentions in all radio spots
- Recognition/inclusion in all event signage
- Oral stage recognition at all events
- Website links
- E-newsletter blasts
- Logo on Festival posters
- Logo on Festival flyers
- Logo on ALL Festival print ads
- Logo on save-the-date postcards
- 10' x 20' booth at Festival
- Four banners at outdoor event
- VIP tickets to all concerts
- Promotional activation
- Stage signage at ALL concert venues