

Media Sponsorship

March 8th, 2020  
11am | 7pm  
**BAYSIDE  
PARK,**  
CHULA VISTA



8th Annual International

**Mariachi  
Festival**

MariachiFest.com

# Media Sponsorship Opportunities



Due: January 30, 2020 for full marketing benefits. Sponsorships after due date are still accepted

## EVENT

8th Annual International Mariachi Festival & Competition

## SUMMARY

National City Chamber of Commerce's 2020 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 folklórico dancing, and a celebration of arts, culture, and culinary delights.

## FESTIVAL DATE

March 8, 2020

TIME: 11 AM- 7 PM

LOCATION: Bayside Park, Chula Vista

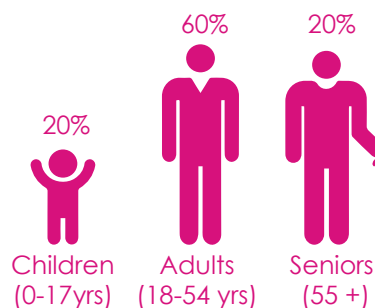
999 Bayside Pkwy, Chula Vista, CA 91910

## AUDIENCE

The 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).



### Audience Age:



# Media Sponsorship Opportunities



Due: January 30, 2020 for full marketing benefits. Sponsorships after due date are still accepted

## 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-Chula Vista

ETHNICITY	COUNT	% Population
Hispanic	151 K	57.8%
White	48.8 K	18.7%
Asian & Pacific Islander	39,5 K	15.2%
Black	12.2 K	4.7%
Two or More Races	7,384	2.8%

## 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.**



# Media Sponsorship Opportunities



*Due: January 30, 2020 for full marketing benefits. Sponsorships after due date are still accepted*

**Custom sponsorship packets are available upon request based on client capacity.  
Contact Alejandra Arredondo :arredondo@nationalcitychamber.org**

## Title Sponsor- \$25,000

Included in your Sponsorship:

- 20' x 10' Festival 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 as title sponsor to include press releases and all forms of media announcements, advertising, promotions, and PR Campaigns
- Your company logo will appear as title sponsor of the Mariachi Fest on three different Freeway Message Boards reaching 625,000 vehicles daily
- Logo recognition on Digital Board
- Banner placement
- 8 announcement's during festival with an additional 3 minute stage presentation
- Mobile ads with Metropolitan Transit System (MTS) bus shelters
- 12 All access passes for VIP tent and VIP seating in front of stage.
- 1 VIP Parking Pass

## Charro Sponsor- \$15,000

Included in your Sponsorship:

- 10' x 10' 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
- 5 announcement's during festival with an additional 1 minute stage presentation
- Mobile ads with Metropolitan Transit System (MTS) bus shelters
- 8 All access passes for VIP tent and VIP seating in front of stage
- Banner placement at event
- 1 VIP Parking Pass

## Maestro Sponsor- \$7,000

Included in your Sponsorship:

- 10' x 10' 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) bus shelters
- 4 All access passes for VIP tent and VIP seating in front of stage
- 1 VIP Parking Pass

# Media Sponsorship Opportunities



Due: January 30, 2020 for full marketing benefits. Sponsorships after due date are still accepted

## MEDIA SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, \_\_\_\_\_ and the National City Chamber of Commerce (NCCC) for sponsorship of the 2020 International National City Mariachi Festival that will take place at Bayside Park, 999 Bayside Pkwy, Chula Vista, CA 91910 on Sunday, March 8, 2020.

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 January 30, 2020. 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)

- ☐ \_\_\_\_\_
- ☐ Title Sponsor \$25,000
- ☐ Charro Sponsor \$10,000
- ☐ Maestro Sponsor \$7,000
- ☐ Other \$\_\_\_\_\_

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

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

**\*All fees are non-refundable and are due no later than January 30, 2020 in order to reserve your sponsorship.**

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

