

SAN DIEGO



DOWNTOWN IN THE GASLAMP



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ABOUT FIESTA OLD TOWN CINCO DE MAYO

THE LARGEST CINCO DE MAYO CELEBRATION NORTH OF THE BORDER

Celebrating its 41st year, the annual Fiesta Old Town Cinco de Mayo returns for a weekend of free music, food, and culture on Saturday, May 4th from 11am-7pm. This family-friendly fiesta transforms the historic neighborhood of Gaslamp into a bustling mercado with artisan makers, vibrant décor, dozens of dining options, bountiful margarita selections, and live performances. This celebration also gives attendees the opportunity to explore the 'Historic Heart' of San Diego.

Spanning seven blocks, this community celebration features lanes of mini-tiendas where visitors peruse rows of colorful textiles, fine art, traditional and non-traditional crafts, and dozens of other offerings. Throughout the Fiesta, restaurants and food vendors will be dishing out delicious food and drinks - with specials running all weekend long! Fiesta Cinco de Mayo San Diego is truly a feast for the senses with world-famous margaritas, ice cold cervezas, handmade tortillas, and menus filled with the flavors of Fiesta.

Come for the food and shopping but be sure to stay for the music and entertainment as Fiesta Cinco de Mayo San Diego is set to dazzle with live music, local bands, street performances, and more throughout the weekend. Grab a dancing partner and clear your schedule – this Fiesta is known for having one of the most fantastic FREE music lineups around!

For more information on this family-friendly Fiesta, visit fiestacincodemayo.com.



For additional information please visit fiestaCincoDeMayo.com

SPONSORSHIP BENEFITS

All sponsors will receive amazing exposure through the following benefits:

KEY OPPORTUNITIES PART OF ALL PACKAGES

- Designate your company as a Sponsor of Fiesta Cinco de Mayo San Diego
- 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 Fiesta Cinco de Mayo San Diego
- First right of refusal to sponsor Fiesta Cinco de Mayo San Diego

PRE-EVENT EXPOSURE PART OF ALL PACKAGES

- Company name/logo in promotional material including press releases, calendar notices, media alerts, eblasts, social media and all press kits
- Company name/logo to be listed on event collateral including, but not limited to the following:
 - Flyers - 20,000
 - Posters - 200
 - Online Event Program -7,000
- Brand logo inclusion and sponsor recognition on the "Thank You To Our Sponsor Page" of the official event website
- Opportunity to have a banner ad on the event website

ON-SITE EXPOSURE PART OF ALL PACKAGES

- Company's product or name to be highlighted at the event
- Company name and logo featured on event signage



GETTING GREAT EXPOSURE

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

Sponsor exposure level will vary based on level of commitment.



SPONSORSHIP OPPORTUNITIES

NEED TO CUSTOMIZE A PACKAGE? LET'S TALK.

\$30,000 - 50,000 TITLE/ PRESENTING

- Company name/logo incorporated into the event logo and event name when listed
- Marketing exclusivity in sponsor category
- Mega box advertisement in the official digital event program
- 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 3 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.
- Up to a 10x30 space at the event
- Logo inclusion on 10 street decals

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 rob-vslmedia@cox.net to schedule a time to discuss the endless opportunities!

\$20,000 BEVERAGE SPONSOR

- Company name/logo incorporated into the event logo and event name when listed
- Large box advertisement in the official digital event program
- 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 distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- 10x20 space at the event
- Logo inclusion on 10 street decals

\$15,000 MAIN STAGE SPONSOR

- Company name/logo included on Main Stage and wherever Main Stage is mentioned including stage announcements, website, releases, digital program, ads, etc.
- 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 near Low Rider Lane (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 8 street decals directing people to Lowrider Lane



SPONSORSHIP OPPORTUNITIES

NEED TO CUSTOMIZE A PACKAGE? LET'S TALK.

\$10,000 EVENT SPONSOR

- Company name/logo included wherever the Event is mentioned including website, releases, digital program, ads, etc.
- 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)
- Logo included Lucha Libre perimeter signage
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Logo inclusion on 4 street decals directing people to Lucha Libre Ring

\$10,000 LOWRIDER/LUCHA LIBRE

- Company name/logo included wherever Lowrider Lane is mentioned including website, releases, digital program, ads, etc.
- 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 near Low Rider Lane (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 8 street decals directing people to Lowrider Lane

\$5,000 EVENT SPONSOR

- Company name/logo included wherever the Event is mentioned including website, releases, digital program, ads, etc.
- 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)
- Logo included on Children's Area entrance/exit signage
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Logo inclusion on 4 street decals directing people to the Children's Area

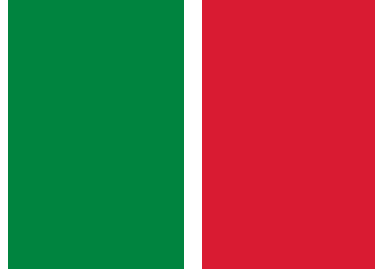
\$3,500 COMMUNITY SPONSOR

- Recognition in Event promotions and on-site signage as a Community Partner
- 10x10 booth at the event for company promotions/sales
- A minimum of 1 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- Community Sponsor is reserved for members of the Downtown Businesses.

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DEMOGRAPHICS



- Age:
 - Children (under 20): 10%
 - Adults (21-34 years old): 40%
 - Adults (35-55 years old): 30%
 - Adults (56+ years old): 20%
- Gender:
 - Female: 55%
 - Male: 45%
- Ethnicity:
 - Hispanic/Latino: 40%
 - White/Caucasian: 30%
 - Asian/Pacific Islander: 15%
 - African American/Black: Approximately 5%
 - Mixed race/Other: 10%

