



**General Sponsorship Opportunities**



Photos Courtesy: Cesar Perez

# 18th Annual Celebration of Hispanic Heritage!



Photo Courtesy David Rocco



## April 29-30, 2017



Presented by:

**TECATE**

**Coors  
LIGHT**

**BIG DADDY'S  
BARBECUE**

*El Original*  
**Tijuana**

**CAMELOT  
PARTY RENTALS**

**GSR**  
**GRAND**  
SIERRA RESORT AND CASINO

**18th Annual Presentation of Northern Nevada's Largest  
Celebration of Hispanic Heritage!**

**Cinco de Mayo Festival 2017**

**Grand Sierra Resort 2500 East 2<sup>nd</sup> Street Reno, Nevada**

**Saturday April 29-30 Noon-8 p.m.**

**Carnival Rides also open on Friday 3-8p.m.**

**Attractions**

- **Live Top Latin Bands and Popular DJ Hosts on Two Stages,  
2016 Headlining Artists Included:**

**BANDA LA EXECUTORA, CADETES DE LINARES & TIRANOS DEL NORTE**

- **Live Boxing - 15-20 Amateur Bouts (Saturday and Sunday)**
- **Mexican Dancing Horse Performances (Sat. & Sun. 2-4 pm)**
- **Free face painting, games and prizes**
- **World of Amusement Carnival – 16 rides**
- **Over 100 vendors offering a variety of food, beverages,  
arts and crafts, information and community services**

**Estimated Attendance: 35,000+**



# **Cinco de Mayo Festival Goal**

## **Giving Back to Our Community**

**The goal of Cinco de Mayo Festival is to provide a positive and diverse celebration of Latin heritage and assist non-profit organizations providing products and programs that serve the needs of the Northern Nevada Latino community. The event is a well rounded display of culture in a family oriented environment.**

**In 2016, Cinco de Mayo Festival chose Nevada Broadcasters' Foundation Tony and Linda Bonnici Broadcast Scholarship Fund. The foundation awards full tuition scholarships for the next generation of Nevada broadcasters in a variety of journalism and communication disciplines. In the four years from inception, 34 scholarships have been received by Nevada students.**

**The 2017 beneficiary will be determined soon.**



# Cinco de Mayo Festival

## Estimated Attendance and Demographics

*Cinco de Mayo, the Fifth of May, commemorates The Battle of Puebla which took place in 1862. This popular celebration of Mexican heritage is enjoyed by many Hispanic and non-Hispanic people throughout the United States.*

Sponsors and vendors participating in Cinco de Mayo enjoy direct communication with a growing sector of the community that is difficult to reach through traditional media. Based on previous attendance and the publicity planned for the 2017 event, we estimate at least 35,000 people will enjoy Cinco de Mayo 2017 during the two days. As a testament to the pride of their heritage, we anticipate the majority (approximately 80%) of attendees will be of Mexican and other Latin region descent.

In addition to overall appeal as a family-oriented event, the entertainment schedule will attract a variety of audiences. Entertainment ranges from traditional and contemporary Latin performances by top local bands. Headlining performances will be presented by up and coming international recording artists.

The wide variety of entertainment, the influence of our Latin neighbors and the overall growth in celebrating Cinco de Mayo nationally allows us to anticipate approximately 20% of the attendees at our local 18th annual event will be of non-Latin descent.



# Projected Media Summary



**Television:**  
**Univision, Unimas & CW**  
**Charter Media**



Estimated 2017 Television Promotional Value: \$14,000



## **Radio:**

**Spanish Stations: Radio Lazer & Tri-color**  
**English Stations:**



Plus Special Promotions on Lotus Radio – ESPN, KOZZ, KDOT  
&  
Cumulus Wild 102.9



Estimated 2017 Radio Promotional Value: \$23,440

## **Print:**

**El Sol de Nevada – Ahora – La Red Magazine**

Estimated 2017 Print Promotional Value: \$ 16,500

**Out of Home: Clear Channel 50 Showing Value: \$10,000**

**Posters: Estimated Value: \$1,500**

**Logo on CincodeMayo.com for one year = \$300**

**Plus GSR's Digital Marquis on Highway 580 = Priceless!!!**

**Estimated 2017 Media Promotional Value: \$65,000+**



# General Sponsorship Opportunities

**Exclusive Title Sponsorship .....Estimated Value = \$68,000+ Cost Only \$20,000**

**Only One Position Available!**

**All entitlements in Double Platinum Sponsorship plus category exclusivity and naming rights to event.**

**Double Platinum Sponsor .....Estimated Value = \$55,740+ Cost Only \$10,000**

- **Name and or logo included in all promotional media:**  
**Spanish broadcast and cable television, English and Spanish radio , print and posters**
- **Two (2) 10' X 20' booths in premium location near stage, entrance or agreed upon location**
- **On-site banners and logo with link on Cinco de Mayo Festival website**
- **Distribution of promotional materials from stage**
- **100 Admission Tickets and VIP privileges**

**Platinum Sponsor .....Estimated Value = \$41,740+ Cost Only \$5,000**

- **Name or logo included in promotional radio, print media and website (with link)**
- **Two (2) 10' X 10' booths in premium location near stage, entrance or agreed upon location**
- **Distribution of promotional materials in stage venue**
- **50 Admission Tickets**

**Gold Sponsor .....Estimated Value = \$18,300+ Cost Only \$2,500**

- **Name or logo included in all print media, posters and website**
- **10' X 10' booth with vendor privileges**
- **25 Admission Tickets**

**Silver Sponsor .....Estimated Value = \$ 7,500+ Cost Only \$1,500**

- **Name or logo included on posters, portion of print media and website**
- **10' X 10' booth with vendor privileges**
- **10 Admission Tickets**

**Plus ALL sponsors will receive live stage mentions during the event!**

**All booth spaces include a professionally installed tent**

**We would be pleased to customize a proposal to meet YOUR budget and objectives!**

**Vendor booth space available. For more information and application, please contact:**

**Corrin Keck at (775) 691-2648 Food Vendors: Jose Valencia at (775) 291-3651**

**Sponsors and vendors must have proper license and permits. All food vendors must attend pre-event meeting and pass fire and health department inspections prior to opening of event. Only Coors and affiliated products will be sold. All banner placement must be pre-approved by event manager prior to posting.**



# Count Us In for Cinco de Mayo Festival 2017!

**Please complete registration form**

Business Name (as you would like it to appear on all advertising):

Contact

Name \_\_\_\_\_ Phone \_\_\_\_\_

Billing

Address \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

Please select Sponsorship Level:

\_\_\_\_\_ \$20,000    \_\_\_\_\_ \$10,000    \_\_\_\_\_ \$5,000    \_\_\_\_\_ \$2,500    \_\_\_\_\_ \$1,500

Other Donation: \$ \_\_\_\_\_

Thank you for your support and participation in Cinco de Mayo Festival 2017

Please make checks payable to: Joulva, LLC

Mail to: c/o Corrin Keck, 2065 Parkway Dr., Reno, NV 89502

**For more information, please contact: Corrin Keck**

**Phone (775) 691-2648    [Corrin@Ckeck4Marketing.com](mailto:Corrin@Ckeck4Marketing.com)**

