



General Sponsorship Opportunities



Photos Courtesy: Cesar Perez

19th Annual Celebration of Hispanic Heritage!



Photo Courtesy David Rocco



May 5-6, 2018

Presented by:



TECATE

**Coors
LIGHT**

**BIG DADDY'S
BARBECUE**

El Original
Tijuana

**CAMELOT
PARTY RENTALS**

GSR
GRAND
SIERRA RESORT AND CASINO

19th Annual Presentation of Northern Nevada's Largest Celebration of Hispanic Heritage!

Cinco de Mayo Festival 2018

Grand Sierra Resort 2500 East 2nd Street Reno, Nevada

Saturday May 5-6 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**

2017 Artists Included:

Brandon Solano, Graciela Beltrain, Banda Zeta, 30 30 De Villa, Banda Executora, Alex Inda, Kultura, Banda La Salvaje, D J Kento, Vicente Arreola and Estilo Escencia.

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

Estimated Attendance: 25,000+



Cinco de Mayo Festival

Mission, Attendance and Demographics

The goal of Cinco de Mayo Festival is to provide a positive and diverse celebration of Latin heritage. The event is a well rounded display of culture in a family oriented environment. In addition to boxing, Mexican dancing horses, the ongoing live music ranges from traditional and contemporary Latin performances to Mexican Regional genre. Top local bands lead up to headlining performances presented by up and coming international recording artists.

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 2018 event, we estimate at least 25,000 people will enjoy Cinco de Mayo 2018 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.

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 19th annual event will be of non-Latin descent.

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.



Projected Media Summary

Television:



Univision, Unimas & CW



Estimated 2018 Television Promotional Value: \$12,000



Radio:

Spanish Stations: Radio Lazer & Tri-color



English Stations:

Plus Special Promotions on Lotus Radio – ESPN, KOZZ, KDOT

&

Cumulus Wild 102.9



Estimated 2018 Radio Promotional Value: \$21,440

Print:

El Sol de Nevada – Ahora – La Red Magazine

Estimated 2018 Print Promotional Value: \$ 10,500

Posters: Estimated Value: \$1,000

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

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

Estimated 2018 Media Promotional Value: \$45,000+



General Sponsorship Opportunities

Exclusive Title SponsorshipEstimated Value = \$50,000+ Cost Only \$20,000

Only One Position Available!

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

Double Platinum SponsorEstimated Value = \$48,000+ 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 SponsorEstimated Value = \$34,500+ 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 SponsorEstimated Value = \$12,500+ 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 SponsorEstimated Value = \$ 7,000+ 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 2018!

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 2018

Please make checks payable to: Cinco

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

