



MEXICAN INDEPENDENCE DAY FESTIVAL

Independence Blue Cross RiverRink Summerfest

September 14, 2025 (2:00pm - 7:00pm)

SPONSORSHIP LEVELS AND BENEFITS

	PLATINUM \$15,000	GOLD \$6,000	SILVER \$3,500
Print & Digital Recognition			
Pre-Festival Publicity			
Press Releases	✓	✓	✓
7,000 Flyers & 250 Posters*	✓	✓	✓
E-mail Blasts	✓	✓	✓
Social Media Facebook, Twitter and/or Instagram	12 posts	6 posts	2 posts
Hispanic Newspaper (Logo inclusion in weekly page color ad for 4 weeks leading up to the event)	✓	✓	✓
Hispanic Radio Station (Mentions on radio spots 4 weeks leading up to the event)	✓	✓	-----
Publicity During Festival			
September 14th			
Stage Recognition	Company representative presents one of the main bands	Company representative presents a performance or company's name is mentioned as sponsor of Kids' Corner	Company representative presents opening band
Main Stage Publicity	10 mentions	4 mentions	2 mentions
Onstage Promotional Giveaway (Sponsor-provided)	3 times	2 times	1 time
Festival Video Logo Inclusion	✓	✓	✓
On-Site Participation			
Exhibit / Booth Space (Including table & chairs)	10X15 Premium location	10X10 Preferred location	Standard
Bilingual Volunteer (Upon request)	✓	-----	-----
Sponsor-Provided Banners (3'x6')	2	1	-----
Logo Inclusion on 50 Volunteer T-Shirts	✓	✓	✓
Logo on Main Festival Banner (Placed at high-visibility area)	✓	✓	✓
Tickets to Reception Tent (With catering and seating)	8	4	2

*Distribution areas: Philadelphia and its surrounding counties.

Demographic: Hispanic and non-Hispanic businesses, stores, cafes, and community organizations in the Philadelphia region.