



# MEXICAN INDEPENDENCE DAY FESTIVAL

Independence Blue Cross RiverRink Summerfest

September 15, 2024

## SPONSORSHIP LEVELS AND BENEFITS

	<b>GOLD</b> <b>\$15,000</b>	<b>SILVER</b> <b>\$6,000</b>	<b>BRONZE</b> <b>\$3,500</b>
<b>Print &amp; Digital Recognition</b>			
<b>Pre-Festival Publicity</b>			
Press Releases	✓	✓	✓
7,000 Flyers & 250 Posters*	✓	✓	✓
E-mail Blasts	✓	✓	✓
Social Media Facebook, Twitter and/or Instagram	12 posts	6 posts	2 posts
<b>Hispanic Newspaper</b> (Logo inclusion in weekly page color ad for 4 weeks leading up to the event)	✓	✓	✓
<b>Hispanic Radio Station</b> (Mentions on radio spots 4 weeks leading up to the event)	✓	✓	-----
<b>Publicity During Festival</b>			
<b>September 15th</b>			
Stage Recognition	Company representative presents headliner band	Company representative presents a band 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	✓	✓	✓
<b>On-Site Participation</b>			
10X10 Exhibit Space (Including table & chairs)	Premium location	✓	✓
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.