



**2019**  
**SPONSORSHIP**  
**OPPORTUNITIES**

Produced by:

NORTHERN  
COLORADO  
LATINO  
FOUNDATION





# 34<sup>th</sup> Annual Cinco de Mayo Greeley Festival

Saturday, May 4, 2019

Island Grove Regional Park • 421 N 15th Avenue, Greeley, CO 80631

[www.CincodeMayoGreeley.com](http://www.CincodeMayoGreeley.com)

Cinco de Mayo Greeley is one of the largest Cultural Festivals in Colorado with a history of attendance exceeding 11,000 for the one-day festival. Visitors from throughout Northern Colorado enjoy a variety of music and family activities, starting with the annual Cinco de Mayo Greeley parade, which flows right into the fiesta car show, soccer tournament and musical entertainment surrounded by over 50 merchandise vendors, information booths and food vendors.

The soccer tournament, children's activities and more make this a super popular festival for Northern Colorado. **And admission is free for all ages!**

Early spring weather can pose challenges for outdoor events, so festival planners have moved almost the entire event indoors at Greeley's Island Grove Park. While the parade and soccer tournament are outdoors, they are just steps away from the indoor festival main stage, vendor booths, children's area and other activities.

Cinco de Mayo Greeley offers sponsors excellent access to the Northern Colorado Latino/a community and the community at large. Through comprehensive marketing, supported in part by media sponsors, festival sponsors can deliver their message to a targeted and responsive audience. Sponsors achieve visibility through traditional and digital marketing including print and radio advertising, email marketing, social media, banners, event T-shirts and more.

Cinco de Mayo Greeley, in coordination with Northern Colorado Latino Foundation (NCLF), helps celebrate the active and resourceful lives and achievements of Latino/a everywhere. NCLF offers education, meeting space and resources, and year-round programming for Northern Colorado professionals and families.

Please contact: Cinco de Mayo Greeley 970-356-0805

[info@cincodemayogreeley.com](mailto:info@cincodemayogreeley.com)





Join us for one of the largest Cinco de Mayo events in the state:  
Greeley's unique celebration of community and culture

### **One Day Festival**

Sponsors enjoy a full day of activities in a relatively compact festival environment that places their brand in front of festival participants and guests. The event offers opportunities for sponsors to introduce their brand and product or service to everyone while gathering leads for future interaction.

### **Attendance – Participants & Guests**

Cinco de Mayo Greeley is one of the largest Cultural Festivals in Colorado with a history of attendance exceeding 11,000 for the one day festival. Approximately 8% of festival attendees travel to Greeley from outside Colorado for this exceptional event.

### **Sponsor Activation Area**

Sponsors receive prominent placement in the highest-traffic areas of the festival. Customized placement is also available.

### **Live Entertainment**

Live and diverse entertainment thrills the crowd on the main stage. Headliners light up our popular stage while local performers excite crowds.

### **50 Exhibitor Booths, 8 Culinary Vendors**

We attract high-quality local, regional and national exhibitors including non-profits, retail and corporate vendors. Our guests stick around (an average of 4 hours) to enjoy the best in local dining options in two food areas and refresh at two beverage stands.

### **Cultural Activities**

Dancers, musicians and other cultural activities will be taking place throughout the event.

### **Cinco de Mayo Car Show**

Features low-riders, hot rods, classic cars and motorcycles demonstrating the owners' pride, artistic skill and mechanical know-how exhibited in these especially modified vehicles. The show is judged and prizes awarded in various categories.

### **Cinco de Mayo Greeley Parade**

The parade, which culminates at the festival site, Island Grove Regional Park kicks off promptly at 9:00 am on Saturday with colorful floats, marchers, music and much more.

### **Children's Area**

Families are right at home in our fun Children's Area, enjoying special activities throughout the weekend, including piñatas, the famous bounce houses, face painting, balloon creations and more.

### **Copa de Greeley Soccer Tournament**

Local teams compete to be named the Greeley Cup Soccer Tournament





## Facts & Figures

### ATTENDEES

- 11,000 attendees
- 50% of attendees are children
- 75% of attendees are Latino or Hispanic
- 15% of attendees only speak Spanish
- 50% of attendees are bilingual
- 36% bring children with their group
- 48% reside in Greeley
- 45% are from other areas of Colorado
- 8% visit from outside Colorado

### FACTS

- 36% of Greeley, Colorado population is Hispanic/Latino
- 29% of Weld County is Hispanic/Latino
- 25% of Northern Colorado is Hispanic/Latino
- 76% of all Colorado Hispanic/Latino's are U.S. born

### MEDIA IMPACT

- Social: 4,540 unique users on Facebook and Twitter
  - 2,059 social media impressions in two-month period before the festival
- Website: 690 page views in April and May;
  - 50% of views from mobile devices
- Print: ad circulation 15,000+
- Radio: ad's on five radio stations in Northern Colorado in prime spots

### COLORADO

HISPANIC/LATINO  
POPULATION

**1,136,000**

HISPANIC/LATINO AS PERCENT  
OF STATE POPULATION

**21%**

MEDIAN AGE OF  
HISPANIC/LATINO

**27**

HISPANIC/LATINO HOME  
OWNERSHIP

**48%**

HISPANIC/LATINO AS PERCENT  
OF ALL K-12 STUDENTS

**31%**

\*Data compiled from the 2015 US  
Census, 2014 Pew Research  
Center/Hispanic Trends, Northern  
Colorado Latino Foundation (NCLF)  
Economic Impact Survey

## 2019 Cinco de Mayo Greeley Sponsor Benefits

### **Platinum Sponsor \$4,000.00**

- Two (2) sponsor banners displayed on festival grounds (sponsor provides)
- Sponsor ability to display two free standing signs at entrance to event space (sponsor provides)
- Sponsor logo placement on directional signs at Festival
- One 10x20 booth space at event with two (2) 8ft tables and four (4) chairs
- Four (4) live mentions by emcee during event
- Four (4) food coupons to be used at food vendors
- Four (4) drink coupons to be used at bars
- Four (4) Cinco de Mayo Greeley t-shirts
- Great placement in Cinco de Mayo Greeley parade (ability to have up to 2 floats and 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley poster (Quantity Distributed: 100)
- Sponsor logo on Cinco de Mayo Greeley flyer (Quantity Distributed: 5,000)
- Sponsor logo on Cinco de Mayo Greeley newspaper advertising
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor logo in thank you ads
- Sponsor name listed in Cinco de Mayo Greeley Press Release
- Sponsor logo and link on Festival web page
- Banner ad on Festival website home page
- Six (6) Social media mentions (Facebook, Twitter)
- Logo on volunteer and committee t-shirts
- Having naming rights of a certain area (example Verizon Wireless Lobby)

### **Gold Sponsor \$3,000.00**

- One (1) sponsor free standing banner displayed on festival grounds (sponsor provides)
- One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- Two (2) live mentions by emcee during event
- Four (4) food coupons to be used at food vendors
- Two (2) drink coupons to be used at bars
- Four (4) Cinco de Mayo Greeley t-shirts
- Great placement in Cinco de Mayo Greeley parade (ability to have up to 1 float and 10 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley flyer (Quantity Distributed: 5,000)
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor name listed in Cinco de Mayo Greeley Press Release
- Sponsor logo and link on Festival web page
- Four (4) Social media mentions (Facebook, Twitter)
- Logo on volunteer and committee t-shirts

### **Parade Sponsor \$1,000.00**

- One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- Leading of Cinco de Mayo parade (ability to have up to 2 floats and 30 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley Parade poster (Quantity Distributed: 100)
- Sponsor logo on Cinco de Mayo Greeley Parade flyer (Quantity Distributed: 5,000)
- Sponsor logo on Cinco de Mayo Greeley Parade map
- Sponsor name listed in Cinco de Mayo Greeley Press Release
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)
- Logo on volunteer and committee t-shirts

### **Spirit Sponsor \$2,000.00**

- One (1) Main Bar bars with your products on menu (for sale)
- One (1) Spirit only bar with your products only (for sale)
- Two (2) sponsor free standing banners displayed by Main Bar (provided by sponsor)
- Decorating your Spirit only bar as you see fit (one electrical outlet provided)
- Sponsor logo placement on directional signs at Festival
- Two (2) live mentions by emcee during event
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor logo in thank you ads
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)
- **Sole provider of liquor at event** (must be a licensed distributor)

### **Beer Sponsor \$2,000.00**

- One (1) Main Bar bars with your products on menu (for sale)
- One (1) Beer only bar with your products only (for sale)
- Two (2) sponsor free standing banners displayed by Main Bar (provided by sponsor)
- Decorating your Beer only bar as you see fit (one electrical outlet provided)
- Sponsor logo placement on directional signs at Festival
- One (1) 10x10 booth space at event with one (1) 8ft table and 2 chairs
- Two (2) live mentions by emcee during event
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley map

- Sponsor logo in thank you ads
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)
- **Sole provider of Beer at event** (must be a licensed distributor)

#### **Silver Sponsor \$1,500.00**

- One (1) 10x20 booth space at event with one (1) 8ft table and four (4) chairs
- One (1) live mention by emcee during event
- Great placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor name listed in Cinco de Mayo Greeley Press Release
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

#### **Annual Copa de Greeley Soccer Tournament Sponsor \$1,000.00**

- Two (2) sponsor free standing banners displayed in Soccer Tournament area (provided by Sponsor)
- Sponsor logo placement on Soccer Tournament directional signs at Festival
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- One (1) 10x20 booth space next to soccer field (Sponsor to provide a canopy and table/chairs)
- Two (2) live mentions by emcee during event
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley flyer (Quantity Distributed: 5,000)
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor name listed in Cinco de Mayo Greeley Press Release
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)
- Trophy Ceremony presentation and photos

#### **Annual Copa de Greeley Mini Soccer Tournament Sponsor \$500.00**

- One 10x10 booth space next to soccer field (Sponsor to provide a canopy and table/chairs)
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley Copa de Greeley Soccer Tournament flyer (Quantity Distributed: 5,000)
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

#### **Children's Area Presenting Sponsor \$1,000.00**

- Naming rights of Children's Area (example Verizon Wireless Family Fun Center)

- Two (2) sponsor free standing banner displayed in Children's Area (provided by Sponsor)
- Sponsor logo placement on Children's Area directional signs at Festival
- One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- Five (5) of your staff to volunteer in Children's area
- Two (2) live mentions by emcee during event
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley flyer (Quantity Distributed: 5,000)
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor name listed in Cinco de Mayo Greeley Press Release
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

#### **Children's Area Mini Sponsor \$250.00**

- One (1) 10x10 booth space at event in children's area with one (1) 8ft table and two (2) chairs
- Two (2) free standing signs to be displayed (provided by sponsor) at booth
- 2020 First right of refusal
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

#### **Educational Area Sponsor \$800.00**

- One (1) private room for educational and instructional classes (tables and chairs for 15 attendees)
- Two (2) sponsor free standing banner displayed outside class room (provided by sponsor)
- Sponsor logo placement on educational directional signs at Festival One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- Two (2) live mentions by emcee during event
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

#### **Main Stage Sponsor \$1,000.00**

- Two (2) Sponsor free standing banners displayed next to Stage area (provided by Sponsor)
- Sponsor logo placement on Local Stage Entertainment signs at Festival
- One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- Four (4) live mentions by emcee during event
- 2020 First right of refusal



- Sponsor name on Cinco de Mayo Greeley map
- Sponsor logo and link on Festival web page
- Four (4) Social media mentions (Facebook, Twitter)

### **Community Stage Sponsor \$600.00**

- One Sponsor logo placement on Main Stage Entertainment signs at Festival
- One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- Two (2) live mentions by emcee during event
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

### **Platinum Car Show Sponsor \$4,000.00**

- Naming rights of Car Show (example Verizon Wireless Car Show)
- Sponsor ability to display two free standing signs at entrance to car show (Sponsor provides)
- Sponsor logo placement on directional signs at Festival for car show
- One 10x20 booth space at event with two (2) 8ft tables and four (4) chairs
- Four (4) live mentions by emcee during event
- Four (4) food coupons to be used at food vendors
- Four (4) drink coupons to be used at bars
- Four (4) Cinco de Mayo Greeley t-shirts
- Great placement in Cinco de Mayo Greeley parade (ability to have up to 4 vehicles or floats and 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco car show poster (Quantity Distributed: 100)
- Sponsor logo on Cinco car show flyer (Quantity Distributed: 5,000)
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor logo in thank you ads
- Sponsor name listed in Cinco de Mayo Greeley Press Release
- Sponsor logo and link on Festival web page
- Six (6) Social media mentions (Facebook, Twitter)
- Ability to have 4 vehicles in Car Show for entry or show
- Logo on volunteer and committee t-shirts
- Logo on Car Show waivers

### **Gold Car Show Sponsor \$2,000.00**

- One (1) sponsor free standing banner displayed at car show (provided by sponsor)
- One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- Two (2) live mentions by emcee during event
- Four (4) food coupons to be used at food vendors
- Two (2) drink coupons to be used at bars
- Four (4) Cinco de Mayo Greeley t-shirts

- Great placement in Cinco de Mayo Greeley parade (ability to have up to 2 vehicles or 2 floats and 10 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco car show flyer (Quantity Distributed: 5,000)
- Sponsor logo on Cinco car show map
- Sponsor name listed in Cinco de Mayo Greeley Press Release
- Sponsor logo and link on Festival web page
- Four (4) Social media mentions (Facebook, Twitter)
- Sponsor logo and link on Festival web page

### **Car Show Mini Sponsor \$1,000.00**

- One 10x20 booth space at event with two (2) 8ft tables and four (4) chairs
- One (1) sponsor free standing banner displayed at booth (provided by sponsor)
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

### **Car Show DJ Sponsor \$800.00**

- DJ Booth naming rights (example Verizon Wireless DJ Booth)
- One 10x10 booth space at event with one (1) 8ft tables and two (2) chairs (next to DJ)
- Two (2) sponsor free standing banners displayed at DJ booth (provided by sponsor)
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

### **Car Show Booth Sponsor \$250.00**

- One 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- One (1) sponsor free standing banner displayed at booth (provided by sponsor)
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2020 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

Sponsorship information contact [info@cincodemayogreeley.com](mailto:info@cincodemayogreeley.com) 970-356-0805

Vendor Booths, Entertainment and more car show details all available at [www.CincodemayoGreeley.com](http://www.CincodemayoGreeley.com)

Date: \_\_\_\_\_

Sponsorship Level Requesting: \_\_\_\_\_

Investment amount: \$ \_\_\_\_\_

Method of Payment: Invoice Required \_\_\_\_\_

Card \_\_\_\_\_ Check \_\_\_\_\_ (preferred)

Checks preferred: Make checks payable to Cinco de Mayo Greeley 2019

\*\*\*Name of Business/Organization: \_\_\_\_\_

Contact at Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Business/Organization Representative (Print Name) \_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

\*\*\*Please send EPS and JPG of logo or exact text requested for sponsorship listings to [info@cincomayogreeley.com](mailto:info@cincomayogreeley.com) within 5 days\*\*\* info Lisa at 970-356-0805 Cell 720-232-3671

Make check out to: Cinco de Mayo Greeley

Send check to: Cinco de Mayo Greeley 930 8th Ave, Greeley, CO 80631

\*\*\*\*Please note all Sponsorships are non-refundable unless event is cancelled. All checks received without application for sponsorship filled out are still considered under the same rules stated above.