



**2017**  
**SPONSORSHIP**  
**OPPORTUNITIES**

Produced by:

NORTHERN  
COLORADO  
LATINO  
FOUNDATION





## 32<sup>nd</sup> Annual Cinco de Mayo Greeley Festival

Saturday, May 6, 2017

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 6,000 for the one-day festival. Visitors from throughout Northern Colorado enjoy a variety of music and family activities, starting with the annual Fiesta 5K and shorter Children's run/walk. The run is followed by the 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, Fiesta 5K, and soccer tournament are outdoors, they are just steps away from the indoor festival main stage, vendor booths, beer garden 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, organized by the Northern Colorado Latino Foundation (NCLF), partnering with the City of Greeley, 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  
[Marketing@joemolina.com](mailto:Marketing@joemolina.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 6,000 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, 10 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 10:00 am on Saturday with colorful floats, marchers, music and much more.

### **Fiesta 5K**

The Fiesta 5K and children's shorter run/walk is one of the fastest growing events at Cinco de Mayo. Hundreds of racers line up on Saturday morning.

### **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 champs.



## Facts & Figures

### ATTENDEES

- 6,000 attendees
- 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: 2,540 unique users on Facebook and Twitter
  - 1,059 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+

### 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

## 2017 Cinco de Mayo Greeley Sponsor Benefits

### Platinum Sponsor \$5,000.00

- Two (2) sponsor banners displayed on festival grounds (Cinco 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
- Great placement in Cinco de Mayo Greeley parade (ability to have up to 2 floats and 15 marchers)
- 2018 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

### Gold Sponsor \$3,000.00

- One (1) sponsor free standing banner displayed on festival grounds (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
- Great placement in Cinco de Mayo Greeley parade (ability to have up to 1 float and 10 marchers)
- 2018 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 \$2,000.00

- 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)
- 2018 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 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) sponsor free standing banner displayed by each bars (provided by sponsor)
- 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)
- 2018 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)

### **Children's Area Presenting Sponsor \$2,000.00**

- One (1) 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
- Two (2) live mentions by emcee during event
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2018 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)
- Logo on volunteer and committee t-shirts

### **Educational Area Sponsor \$2,000.00**

- One (1) private room for educational and instructional classes (tables and chairs for 15 attendees)
- One (1) 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)
- 2018 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)

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

- One (1) sponsor free standing banner displayed by each bar (provided by sponsor)
- Sponsor logo placement on directional signs at Festival
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- Two (2) live mentions by emcee during event
- 2018 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)

### **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)
- 2018 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)

### **1<sup>st</sup> Annual Copa de Greeley Soccer Tournament Sponsor \$1,500.00**

- 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
- 2018 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

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

- One (1) 10x10 booth space at event with one (1) 8ft table and two (2) chairs
- 2018 First right of refusal
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 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)

### **Local Stage Sponsor \$800.00**

- Two (2) Sponsor free standing banners displayed next to Local 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)
- Two (2) live mentions by emcee during event
- 2018 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)

### **Children's Area Mini Sponsor \$500.00**

- 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)
- 2018 First right of refusal
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

### **Amigo Sponsor \$500.00**

- One (1) 10x10 booth space at event with one (1) 8ft tables and two (2) chairs
- Good placement in Cinco de Mayo Greeley parade (ability to have up to 15 marchers)
- 2018 First right of refusal
- Sponsor logo on Cinco de Mayo Greeley map
- Sponsor logo and link on Festival web page
- One (1) Social media mentions (Facebook, Twitter)

### **1<sup>st</sup> 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)
- 2018 First right of refusal
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)

### **Community Stage Sponsor \$400.00**

- Sponsor logo placement on Community 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)
- 2018 First right of refusal
- Sponsor logo and link on Festival web page
- Two (2) Social media mentions (Facebook, Twitter)



Sponsorship information contact [Marketing@joemolina.com](mailto:Marketing@joemolina.com)

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

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

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

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

Method of Payment:      Check \_\_\_\_\_ (preferred)

Checks preferred: Make checks payable to City of Greeley – Cinco de Mayo Greeley 2017

\*\*\*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 [Marketing@joemolina.com](mailto:Marketing@joemolina.com) within 5 days\*\*\*