

2017 San Diego International Mariachi Summit
Presented by Southwest Airlines
Benefitting the Mariachi Scholarship Foundation

Sponsorship Opportunities

Presenting Sponsor — ~~\$35,000 (limit one)~~ NOT AVAILABLE: Southwest Airlines

- Naming rights for the Summit: All advertising will prominently state, "Presented by YOUR ORGANIZATION"
- Press release announcing sponsorship
- Advertising includes television, radio, newspaper, website, e-blasts, fliers, posters, social media
- Name on cover, full page ad (back cover) in special section dedicated to the Summit and inserted into the San Diego Union Tribune, sent to 100,000 subscribers
- VIP reception before Aug. 18 Gala Concert will be "Hosted by YOUR ORGANIZATION"
- "Thank You" mention from the stage at Aug. 18 Gala Concert, opportunity for a representative from your organization to speak from the stage introducing the Gala Concert
- 22 VIP tickets to reception and Aug. 18 Gala Concert
- 22 tickets to Aug. 16 and Aug. 17 student concerts at Southwestern College
- An additional 30 tickets donated in your name for local mariachi students to attend the Gala Concert
- Signage in lobby of Gala Concert and at SWC concerts, opportunities to distribute promotional materials to all concertgoers. Name, logo, ad prominently featured in concert program
- Recognition as Presenting Sponsor at student workshops and concerts at SWC, logo on conference materials given to students
- Recognition at MSF Scholarship Presentation (TBA, Spring 2018) and opportunity for a representative to present awards to scholarship recipients
- One hour Mariachi Garibaldi performance at a time mutually agreed upon between July 1, 2017 and June 30, 2018
- Television, Radio, Newspaper and Social Media reach will top 350,000 contacts, total value exceeds \$125,000

Artist Sponsor — \$20,000 (limit two)

- Special recognition at Aug. 18 Gala Concert: "Tonight's performance by Mariachi Nuevo Tecalitlán (or Ballet Folklórico de la Universidad de Guadalajara) was made possible by YOUR ORGANIZATION", including mention from the stage, full page ad in concert program, signage in lobby

Artist Sponsor — (cont.)

- Full page ad in special section dedicated to the Summit and inserted into the San Diego Union Tribune, sent to 100,000 subscribers
- Prominent recognition as Artist Sponsor with name and logo in all newspaper advertising, website, e-blasts, fliers, posters, social media, radio interviews
- 18 VIP tickets to reception and Aug. 18 Gala Concert
- 18 tickets to Aug. 16 and Aug. 17 student concerts at Southwestern College
- An additional 20 tickets donated in your name for local mariachi students to attend the Gala Concert
- Recognition as Artist Sponsor at student workshops and concerts at SWC, logo on conference materials given to students
- Opportunity to take special photos with the artists you sponsor (Mariachi Nuevo Tecalitlán or Ballet Folklórico de la U de G)
- Radio, Newspaper and Social Media reach will top 150,000 contacts, total value exceeds \$75,000

Premier Sponsor — \$10,000 (limit 3)

- Special recognition: “[One of the following] made possible by YOUR ORGANIZATION”:
 - 1) Educational Workshops at Southwestern College (Aug. 16-18)
 - 2) Symphonic Mariachi Champaña Nevin performance at Gala Concert, Aug. 18
 - 3) San Diego Binational Symphony Orchestra performance at Gala Concert, Aug. 18
- Half-page ad in special section dedicated to the Summit and inserted into the San Diego Union Tribune, sent to 100,000 subscribers
- Prominent recognition as Premier Sponsor with name and logo in all newspaper advertising, website, e-blasts, fliers, posters, social media, radio interviews
- 12 VIP tickets to reception and Aug. 18 Gala Concert
- 12 tickets to Aug. 16 and Aug. 17 student concerts at Southwestern College
- An additional 15 tickets donated in your name for local mariachi students to attend the Gala Concert
- Recognition as Premier Sponsor at student workshops and concerts at SWC, logo on conference materials given to students
- Opportunity to take special photo with the performers/students you sponsor
- Radio, Newspaper and Social Media reach will top 150,000 contacts, total value exceeds \$45,000

Gold Sponsor — \$5,000 (unlimited)

- Recognition as Gold Sponsor at all events, including Gala Concert Aug. 18, Student Workshops at SWC
- Quarter-page ad in special section dedicated to the Summit and inserted into the San Diego Union Tribune, sent to 100,000 subscribers
- Recognition as Gold Sponsor with name and logo in all website, e-blasts, fliers, posters, social media advertisements

Gold Sponsor — (cont.)

- 8 VIP tickets to reception and Aug. 18 Gala Concert
- 8 tickets to Aug. 16 and Aug. 17 student concerts at Southwestern College
- An additional 10 tickets donated in your name for local mariachi students to attend the Gala Concert
- Recognition as Gold Sponsor at student workshops and concerts at SWC, logo on conference materials given to students
- Opportunity to take photos with the performers
- Advertising reach will top 50,000 contacts, total value exceeds \$20,000

Silver Sponsor — \$2,500 (unlimited)

- Recognition as Silver Sponsor at all events, including Gala Concert Aug. 18, Student Workshops at SWC
- Eighth-page ad in special section dedicated to the Summit and inserted into the San Diego Union Tribune, sent to 100,000 subscribers
- Recognition as Silver Sponsor with name and logo in all website, e-blasts, fliers, posters, social media advertisements
- 4 VIP tickets to reception and Aug. 18 Gala Concert
- 4 tickets to Aug. 16 and Aug. 17 student concerts at Southwestern College
- An additional 6 tickets donated in your name for local mariachi students to attend the Gala Concert
- Recognition as Silver Sponsor at student workshops and concerts at SWC, logo on conference materials given to students
- Opportunity to take photos with the performers
- Advertising reach will top 50,000 contacts, total value exceeds \$10,000

Bronze Sponsor — \$1,000 (unlimited)

- Recognition as Bronze Sponsor at all events, including Gala Concert Aug. 18, Student Workshops at SWC
- Business card-size ad in special section dedicated to the Summit and inserted into the San Diego Union Tribune, sent to 100,000 subscribers
- Recognition as Bronze Sponsor with name and logo in all website, e-blasts, fliers, posters, social media advertisements
- 2 VIP tickets to reception and Aug. 18 Gala Concert
- 2 tickets to Aug. 16 and Aug. 17 student concerts at Southwestern College
- Recognition as Bronze Sponsor at student workshops and concerts at SWC, logo on conference materials given to students
- Opportunity to take photos with the performers
- Advertising reach will top 50,000 contacts, total value exceeds \$5,000

Student Ticket Donor — \$30 per ticket

- Donate tickets for students to attend the Gala Concert, Aug. 18
- Recognition in special section dedicated to the Summit and inserted into the San Diego Union Tribune, sent to 100,000 subscribers and distributed at concert

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Please check the sponsorship level:

_____ Presenting Sponsor (~~\$35,000~~) NOT AVAILABLE: Southwest Airlines

_____ Platinum Sponsor (\$20,000)

Select Preference:

_____ Mariachi Nuevo Tecalitlán

_____ Ballet Folklórico de la Universidad de Guadalajara

_____ Premier Sponsor (\$10,000)

Select Preference:

_____ Educational Workshops at Southwestern College

_____ Mariachi Champaña Nevin

_____ San Diego Binational Symphony Orchestra

_____ Gold Sponsor (\$5,000)

_____ Silver Sponsor (\$2,500)

_____ Bronze Sponsor (\$1,000)

_____ I am unable to attend, but would like to donate _____ tickets X \$30 each,
for a total of \$_____ .

Name (as it should appear in program) _____

Contact name _____ Phone _____

Address _____

City/State/Zip _____ email _____

Please make checks payable to the “Mariachi Scholarship Foundation”, a 501c3 nonprofit organization (tax ID 33-0866851), and send to:

Mariachi Scholarship Foundation
3757 Sweetwater Rd.
Bonita, CA 91902

For more information, to discuss your sponsorship, or to pay by another means, please contact Jeff Nevin (619) 888-9509, info@mariachisd.org .