

**MEDIA
KIT** 2017



**12th
Annual**

Salvadoran Independence Festival

**SEPTEMBER 10TH, 2017
MONTGOMERY COUNTY FAIR GROUNDS
10:00 AM TO 8:00 PM**

www.festivalsalvadoren.com



12th Annual Salvadoran Independence Festival

Will be held at the Montgomery County Fairgrounds on Sunday, September 10, 2017. The festival coincides with Hispanic Heritage Month and features a rich display of traditional food, music, and culture. Based on last year's success, more than 20,000 people will congregate to support and enjoy the official independence festivities and it's featured star performers.

The "12th Annual Salvadoran Independence Festival" (12th Festival Salvadoreño) will be this year's main venue for organizations and companies to reach thousands of Salvadorians, Central Americans and Latino families from around the globe, conveniently, and cost effectively in one place – at one time.



Connect with The Washington Metropolitan Regions' Hispanic Market

The 12th Annual Salvadoran Independence Festival Grand Celebration will be held at the Montgomery County Fairgrounds on Sunday, September 10th, 2017. The Festival will include a live sound stage featuring acts by well known Salvadoran and International artist and performers.

The festival coincides with Hispanic Heritage Month and features a rich display of traditional food, music, art, & culture. According to the most recent data by Pew Research Center*, the Salvadoran Community represent over 33% of the total population in the Washington, DC Metropolitan Area. Based on last year's success, more than 20,000 people will congregate to support and enjoy the official independence festivities and it's featured star performers. The Salvadoran Festival represents the premier opportunity to involve every business, from the largest corporation, to the smallest local shops, to show their products/services to the growing Hispanic Community in the Washington, DC Metropolitan Area.

*Hispanic Population in Select U.S. Metropolitan Areas, 2011.
Pew Research Center's Hispanic Trends Project.



Official Sponsor
Presenter of the 12th Annual Salvadoran Independence Festival

Platinum Level Sponsorship \$25,000

ONE PACKAGE ONLY

- ▶ (Your Company name) Presents the 12th Annual Salvadoran Independence Festival.
- ▶ Corporate Representative to introduce headline act.
- ▶ Sponsor's logo on website @www.festivalsalvadoreno.com
- ▶ Sponsor's logo inclusion in a minimum of 150x (:30) sec TV ads to air on Univision, Unimas & Telemundo 6 weeks leading up to the festival.
- ▶ Sponsor's name inclusion in a minimum of 1,000x (:30) sec Radio ads to air on El Zol 107.9 FM, La Nueva 87.7 FM, Radio America 1540 AM, La Jefa 700 AM & Radio America 900 AM 4 weeks leading up to the festival.
- ▶ 1 (one) On-Air Radio appearance at your place of business for ticket giveaway to attend festival (25) tickets.
- ▶ Sponsor's logo on Print Advertisement (4) 1/2 pages & 1 full page in El Tiempo Latino.
- ▶ Two Full page color ads in Festival Guide with back cover position & page 5 placement. Festival Guide will be distributed in El Tiempo Latino 50,000 copies & Day of Festival (given at the entrance).
- ▶ Sponsor's Logo on prominently visible front page of Festival Guide.
- ▶ (2) Two 10'x10' tented booth spaces with four tables & eight chairs in a prominent location.
- ▶ Eight (8) Live mentions from stage.
- ▶ Sponsor's name Presents the 12th Annual Salvadoran Independence Festival & logo on posters.
- ▶ 25 VIP tickets, 30 General Admission tickets, & 5 VIP Parking Passes.
- ▶ Access for 10 people to VIP Area (food and beverages provided).
- ▶ Inclusion in all social media marketing with Facebook & Twitter.
- ▶ Sponsor's logo & video (20 sec max.) on Jumbotron large-screen television.
- ▶ Sponsor's logo inclusion in Step & Repeat Banner placed in VIP area & photos with entertainers in VIP area.



Gold Sponsorship \$15,000

- ▶ Sponsor's logo inclusion in a minimum of 150x (:30) sec TV ads to air on Univision, Unimas & Telemundo 3 weeks leading up to the festival.
- ▶ Sponsor's name inclusion in a minimum of 1,000x (:30) sec Radio ads to air on El Zol 107.9 FM, La Nueva 87.7 FM, Radio America 1540 AM, La Jefa 700 AM & Radio America 900 AM 4 weeks leading up to the festival.
- ▶ Sponsor's logo on Print ads (4) 1/2 pages & 1 full page in El Tiempo Latino.
- ▶ One (1) full-page color ad in Festival Guide. Festival Guide will be distributed in El Tiempo Latino 50,000 copies & Day of Festival (given at the entrance).
- ▶ Sponsor's logo at the bottom of the front page of Festival Guide.
- ▶ Sponsor's logo on website @www.festivalsalvadoreno.com
- ▶ (1) One 10'x10' tented booth space with two tables & four chairs in a prominent location.
- ▶ Five (5) live mentions from stage.
- ▶ Sponsor's logo & video (:20 sec max.) on Jumbotron large-screen television.
- ▶ 10 VIP tickets & 12 General Admission tickets, & 3 VIP Parking Passes.
- ▶ Access for 5 people to VIP Area (food and beverages provided).
- ▶ Sponsor's logo on posters.
- ▶ Inclusion in all social media marketing with Facebook & Twitter.
- ▶ Sponsor's logo inclusion in Step & Repeat Banner placed in VIP area.



Silver Sponsorship \$10,000

- ▶ Sponsor's logo inclusion in a minimum of 150x (:30) sec TV ads to air on Univision, Unimas & Telemundo 2 weeks leading up to the festival.
- ▶ Sponsor's name inclusion in a minimum of 100x (:30) sec Radio ads to air on El Zol 107.9 FM, La Nueva 87.7 FM, Radio America 1540 AM, La Jefa 700 AM & Radio America 900 AM 2 weeks leading up to the festival.
- ▶ Logo on print Advertisement announcing Festival in El Tiempo Latino-4 ½ page & 1 Full page.
- ▶ Logo on cover of Festival Guide to be distributed in El Tiempo Latino as well on day of Festival.
- ▶ 1 full-page ad in Festival Guide to be distributed in El Tiempo Latino & Day of festival.
- ▶ Logo featured on festival Map in El Tiempo Latino Festival Guide.
- ▶ Three (3) live mentions from stage.
- ▶ Banner on Stage.
- ▶ Logo on Giant Banner at Main Entrance & Throughout Fairgrounds.
- ▶ Sponsor's logo on posters.
- ▶ Sponsor's logo on Jumbotron large-screen television.
- ▶ (1) One 10'x10' tented booth space with two tables & four chairs in a prominent location.
- ▶ 5 VIP tickets, 5 General Admission tickets, & 1 VIP Parking Pass.
- ▶ Access for 3 people to VIP Area (food and beverages provided).
- ▶ Logo on website www.festivalsalvadoreno.com
- ▶ Inclusion in all social media marketing with Facebook & Twitter.



Diamond Sponsorship \$5,000

- ▶ Sponsor's logo in ad promoting festival in El Tiempo Latino (4) 1/2 page & 1 full-page ad.
- ▶ (1) 1/2 page ad in Festival Guide, 50,000 copies distributed into El Tiempo Latino & Day of Festival.
- ▶ Sponsor's logo on front cover of Festival Guide.
- ▶ One (1) live mentions from Stage.
- ▶ Sponsor's logo on Jumbotron large-screen television.
- ▶ (1) One 10'x10' tented booth space with one table & two chairs in a prominent location.
- ▶ Sponsor's logo on website @www.festivalsalvadoreno.com
- ▶ Inclusion in all social media marketing with Facebook & Twitter.



Ruby Sponsorship \$3,000

- ▶ Logo in ad promoting Festival in El Tiempo Latino (4) 1/2 pages & 1 full page.
- ▶ 1/4 page color ad in Festival Guide to be distributed in El Tiempo Latino & Day of Festival.
- ▶ (1) One 10'x10' tented booth space with one table & two chairs.

Scan with your
Smartphone



www.festivalsalvadoreno.com

