



JUNE 16, 2024

INAUGURATION OF THE
SILICON VALLEY MARIACHI
FOUNDATION FESTIVAL

SPONSORSHIP PACKET



MADE POSSIBLE WITH THE SUPPORT OF THE SANTA CLARA FAIRGROUNDS

SV-MARIACHIFEST.COM

MARIACHIFOUNDATION.ORG



“SILICON VALLEY MARIACHI FOUNDATION,” FESTIVAL INAUGURATION

CELEBRATING THE SPIRIT OF MEXICO WITH MUSIC, DANCE, FOOD, AND ART.

The Foundation

Our commitment is driven by the passion to cultivate a brighter future for upcoming generations. By serving as a beacon of support, not only do we strive to make mariachi music education accessible to all, we strive to prepare children for academic success and equip them with the skills needed to navigate the challenges and opportunities in life. Our program aims to empower children by building their self confidence, honoring their musical skills, and nurturing their appreciation to music and arts.

The Festival

The Silicon Valley Mariachi Festival aims to showcase the rich traditions of mariachi music, folklorico, and culture. It will serve as a platform to celebrate the cultural diversity of San Jose and foster a deeper appreciation of Mexican art while encouraging cross-cultural understanding.

The Impact

Having your company support the Silicon Valley Mariachi Festival, you're not only supporting a celebration of culture and solidarity but also contributing to the appreciation of San Jose's demographics. Your support will allow us to initiate the Mariachi Foundation Scholarship, support local talent, and empower youth in the arts.





FESTIVAL HIGHLIGHTS

Live Mariachi Performances: Renowned groups from both San Jose and surrounding regions are to perform at the festival. These performances will serve as a focal point, drawing in a diverse audience and creating a lively atmosphere.



Folklorico Showcases: Traditional folklorico dance groups will pay homage to Mexican folklore and heritage, showcasing regional dances from various states across Mexico.



Cultural Workshops: Educational sessions about the history, significance, and cultural aspects of mariachi music, including traditional instruments and dance forms to children.



Tequila Tasting Event: Attendees will be educated about tequila production, intricacy of each tequila, history, and recommendations for enjoying tequila to the fullest.



SPONSORSHIP TIERS

SPECTACULAR MARIACHI SPONSOR *(2) Available*

\$10,000

- Premier logo placement on all recap event videos posted on social media on event website
- Logo placement on event staff and volunteer tshirts worn the day of the event
- Premier logo placement on all banners and all stages including main stage
- One, complimentary preferred-location vendor booth (10x10 space)
- One, complimentary reserved VIP event parking spot
- Logo placement and link on all print (poster, program, on-site signage) and (social media, website)
- Dedicated social media post
- 60 second verbal recognition at all stages throughout the duration of the event

CULTURAL EMPOWERMENT SPONSOR *(2) Available*

\$7,500

- Premier logo placement on main stage banner
- One, complimentary preferred-location vendor booth (10x10 space)
- One, complimentary reserved VIP event parking spot
- Logo placement and link on all print (poster, program, on-site signage) and (social media, website)
- Dedicated social media post
- 60 second verbal recognition at community stage throughout the duration of the event





SPONSORSHIP TIERS

MARIACHI FOUNDATION SCHOLARSHIP *(1) Available*

\$5,000

- Premier logo placement on main stage banner
- One complimentary preferred-location vendor booth (10x10 space)
- One complimentary reserved VIP event parking spot
- Logo placement and link on all print (poster, program, on-site signage) and (social media, website)
- Dedicated social media post about Scholarship sponsor
- 60 second verbal recognition at community stage throughout the event

FINE FIDDLER SPONSOR *(3) Available*

\$3,500

- Logo placement on 1 performance stage banner
- One complimentary preferred-location vendor booth (10x10 space)
- One complimentary reserved VIP event parking spot
- Logo placement and link on all print (poster, program, on-site signage) and (social media, website)
- Dedicated social media post
- 30 second verbal recognition at community stage throughout the event

BANNER SPONSOR *(5) Available*

\$3,000

- Premier logo placement on main stage banner
- One complimentary preferred-location vendor booth (10x10 space)
- One complimentary reserved VIP event parking spot
- Logo placement and link on all print (poster, program, on-site signage) (social media, website)
- Dedicated social media post about sponsor
- 30 second verbal recognition at performance stage during the event





SPONSORSHIP TIERS

COMMUNITY STAGE SPONSOR (5) Available

\$2,500

- Premier logo placement at community stage
- Logo placement on printed signage
- One complimentary vendor booth (10x10 space)
- Logo placement and link on all print (poster, program, on-site signage) (social media, website)
- Dedicated social media post about sponsor
- Verbal recognition during the event

THE MARIACHI: TRUMPET (7) Available

\$2,000

- Premier logo placement on stage banner
- One complimentary vendor booth (10x10 space)
- Logo placement on print (poster, program) and digital collateral (social media, website)
- Dedicated social media post about sponsor
- Verbal recognition during the event

THE MARIACHI: VIHUELA (10) Available

\$1,000

- One complimentary preferred-location vendor booth (10x10 space)
- Logo placement and link on all print (poster, program, on-site signage) and digital collateral (social media, website)
- Dedicated social media post about sponsor
- Verbal recognition during the event





SPONSORSHIP TIERS

THE MARIACHI: VIOLIN (5) Available

\$1,500

- Premier logo placement on one stage
- One complimentary vendor booth (10x10 space)
- Logo placement on print (poster, program, on-site signage) (social media, website)
- Dedicated social media post about sponsor
- Verbal recognition during the event

THE MARIACHI: GUITARRON (7) Available

\$750

- Dedicated social media post about all Wind Sponsors
- Logo placement on print (poster, program) and digital collateral (social media, website)

WORKSHOP SPONSOR (10) Available

\$500

- Dedicated social media post about Sponsor
- Dedicated social media post about sponsor
- Logo placement on printed signage

COMMUNITY ADVOCATE SPONSOR UNLIMITED

\$250 (NON-PROFIT)

- Dedicated social media post about all sponsor & website
- Logo placement on printed signage

YOUTH TICKET SPONSOR UNLIMITED

\$100

- Each \$100 will allow us to donate (10) youth tickets to local community partners.





DEMOGRAPHICS

**ORIGIN METRICS GATHERED FROM SIMILAR PRE-SOLD EVENTS.*

Attendees

Adults 18-60	59%
Seniors 60+	22%
Children 6-17	12%

Origins

San Jose	61%
San Francisco	5%
Central Valley	9%
Gilroy, Hollister, Morgan Hill	24%
Santa Cruz, Watsonville	1%

MEDIA COVERAGE

Facebook and Instagram

11,342 combined followers
 Targeted advertising: 774,000 impressions; 58,414 clicks

Website: 5,821 monthly pageviews
 E-Newsletters: 2,000+ subscribers

RADIO

Radio Lazer, La Preciosa

TELEVISION

NBC Latino, Comunidad Del Valle
 300,000 net reach





Payment Details

fundrazr.com/mariachifoundation

All sponsorship payments and donations can be made via FundRazr

Fundrazr will automatically provide tax receipts

Please confirm with the festival committee before submitting a payment



The Silicon Valley Mariachi Foundation is a 501 (c)(3) non-profit recognized by the IRS

Festival Planning Committee

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Festival Director

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Melinda Chacon

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Advisors

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Community Advocate

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