



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.

Drawing in a diverse crowd of attendees, the evening will feature performances by local and international mariachi groups, for audiences to enjoy. To add to the festive atmosphere, festival-goers will immerse themselves in a variety activities including tequila tasting, folklorico performances, and interactive workshops.

The Mariachi Festival is more than just an event; it's a celebration of culture, love, and community. Uniquely falling on Father's Day, it makes it the perfect event to create new memories with the family. We believe that the Mariachi Festival has the potential to make a positive impact on the community of San Jose. Our goal is to bring awareness and draw attention to the importance of mariachi music education in our city.





COMMUNITY CONTRIBUTION

Patronage Request

To make this incredible event a success, we cordially invite you to become a valued sponsor. We have developed a range of sponsorship opportunities tailored to suit various needs and objectives. Each option is designed to provide exposure and recognition for our sponsors while also supporting our initiatives. From prominent logo displays and stage acknowledgments our sponsorship options will not only elevate your brand but also showcase your commitment to the community.

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.

We understand the importance of building lasting, meaningful relationships, and we are committed to ensuring that our sponsors receive tangible benefits and recognition for their support. Moreover, we are open to discussing any specific requirements or preferences you may have regarding a potential partnership.

The Silicon Valley Mariachi Foundation welcomes your support in achieving our mission





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.

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

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

Benefits

Strengthen Community Bonds: The festival will not only showcase Mexican culture, it will bring together individuals from diverse backgrounds, promoting social cohesion and community engagement.

Support Youth Development: Offer the youth of the community a platform to showcase their talent and support their artistic talent.

Boost Local Economy: Facilitate the participation of local vendors, allowing them to sell their merchandise, and collaborate with local food trucks to offer authentic Mexican cuisine.





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





SPONSORSHIP TIERS

SPECTACULAR MARIACHI SPONSOR \$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 \$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 \$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 \$3,500

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 \$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

\$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

\$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

\$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

\$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

\$750

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

WORKSHOP SPONSOR

\$500

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

COMMUNITY ADVOCATE SPONSOR \$250 (NON-PROFIT)

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

EVENT SPONSOR

\$200

Dedicated social media post about all sponsors
Name-only recognition on program social media, & website
Contribution covers meal and drink costs for our event sponsors





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

Jorge Rodriguez

Festival Director

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Obdulia Esparza

Lead Site Director

Advisors

Ruben Dario Villa

Director, La Ofrenda Festival

Rigo Campos

Talent Acquisition

