



JULY 12, 2026

3RD ANNUAL SILICON VALLEY
MARIACHI FOUNDATION FESTIVAL
@ DOWNTOWN SAN JOSE

SPONSORSHIP PACKET



SV-MARIACHIFEST.COM



MARIACHIFOUNDATION.ORG



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

The Foundation

is a 501 (c)3 non-profit organization, with a mission to preserve and promote mariachi music. Activities include educational workshops, student assemblies, and annual festivals. Our commitment at The Silicon Valley Mariachi Foundation is driven by the passion to cultivate a brighter future for upcoming generations. We aim to provide school districts and non profit organizations the support needed to implement mariachi music education and ensure that every child, irrespective of economic barriers or background, is afforded the opportunity to learn, grow, and discover their unique potential.” 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

By supporting 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.





SPONSORSHIP TIERS

WHY SPONSOR?

Strengthen Your Brand Image

Position your company as a community leader and cultural advocate. Sponsorship demonstrates a commitment to diversity, inclusion, and local impact values that resonate strongly with today's consumers.

Align with Culture & Community Impact

Support a mission-driven event that celebrates heritage, music, and education. Your contribution helps:

- Fund youth mariachi workshops and scholarships
- Support local artists and performers
- Expand access to arts and cultural programming

SPECTACULAR MARIACHI SPONSOR \$10,000 (2) Available

+ (4) complimentary performances from Mariachi Estelar (45 mins each)

+ (10) VIP Entry and Seating

+ Exclusive invitation to sponsor appreciation event (2 tables)

+ (5) Dedicated social media posts

+ (2) complimentary preferred-location vendor booth (10x10 space)

- Premier logo placement on main stage
- (5) 60 second verbal recognitions at main stages throughout the duration of the event
- (25) complimentary Mariachi Festival Tickets
- Premier logo placement on all recap event videos posted on social media and on event website
- Logo on all print (mariachi workshop material, posters, program, on-site signage) + (social media, website)
- Logo placement on event staff and volunteer t-shirts
- Name/logo placement on website in "Thank You Supporters" section





SPONSORSHIP TIERS

CULTURAL EMPOWERMENT SPONSOR \$7,500 (2) Available

- + (2) complimentary performances from Mariachi Estelar (45 mins each)
- + Premier logo placement on main stage
- + (3) Dedicated social media posts
- + (5) 60 second verbal recognitions at main stages throughout the duration of the event
- + (25) complimentary Mariachi Festival Tickets
 - Exclusive invitation to sponsor appreciation event (1 table)
 - Premier logo placement on all recap event videos posted on social media and on event website
 - Logo on all print (mariachi workshop material, posters, program, on-site signage) + (social media, website)
 - (5) VIP Entry and Seating
 - Logo placement on event staff and volunteer t-shirts
 - (1) complimentary preferred-location vendor booth (10x10 space)
 - Name/logo placement on website in “Thank You Supporters” section

MARIACHI FOUNDATION SCHOLARSHIP \$5,000 (1) Available

- + Exclusive invitation to sponsor appreciation event (1 table)
- + Premier logo placement on all recap event videos posted on social media and on event website
- + Logo on all print (mariachi workshop material, posters, program, on-site signage) + (social media, website)
- + (1) complimentary performances from Mariachi Estelar (45 mins)
 - (1) Dedicated social media post
 - (3) 45 second verbal recognitions at main stages throughout the duration of the event
 - (20) complimentary Mariachi Festival Tickets
 - (5) VIP Entry and Seating
 - Premier logo placement on shared banner main stage
 - Logo placement on event staff and volunteer t-shirts
 - (1) complimentary preferred-location vendor booth (10x10 space)
 - Name/logo placement on website in “Thank You Supporters” section





SPONSORSHIP TIERS

FINE FIDDLER SPONSOR \$3,500 (3) Available

- + (1) Dedicated social media post
- + (3) 45 second verbal recognitions at main stage throughout the duration of the event
- + (20) complimentary Mariachi Festival Tickets
- + (5) VIP Entry and Seating
- + Premier logo placement on shared banner main stage
 - Logo placement on event staff and volunteer t-shirts
 - (1) complimentary preferred-location vendor booth (10x10 space)
 - Logo placement on select print (poster, program) and digital collateral (social media, website)
 - Name/logo placement on website in “Thank You Supporters” section

BANNER SPONSOR \$3,000 (5) Available

- + Logo placement on event staff and volunteer t-shirts
- + (3) 30 second verbal recognition during the event
- + (15) complimentary Mariachi Festival Tickets
- + (1) social media recognition shout out post
 - (2) VIP Entry and Seating
 - Standard logo placement on main stage shared banner
 - (1) complimentary vendor booth (10x10 space) (not preferred location)
 - Logo placement on select print (poster, program) and digital collateral (social media, website)
 - Name/logo placement on website in “Thank You Supporters” section





SPONSORSHIP TIERS

COMMUNITY STAGE SPONSOR \$2,500 (5) Available

+ (2) VIP Entry and Seating

+ (1) 30-second verbal recognition during the event

- (10) complimentary Mariachi Festival Tickets
- (3) grouped social media recognition shout out post
- Standard logo placement on main stage shared banner
- (1) complimentary vendor booth (10x10 space) (not preferred location)
- Logo placement on select print (poster, program) and digital collateral (social media, website)
- Name/logo placement on website in “Thank You Supporters” section

THE MARIACHI: TRUMPET \$2,000 (7) Available

+ (10) complimentary Mariachi Festival Tickets

+ (3) grouped social media recognition shout out post

- Standard logo placement on main stage (shared banner)
- (1) complimentary vendor booth (10x10 space) (not preferred location)
- Logo placement on select print (poster, program) and digital collateral (social media, website)
- Name/logo placement on website in “Thank You Supporters” section

THE MARIACHI: VIHUELA \$1,500 (10) Available

+ Standard logo placement on main stage (shared banner)

- (1) complimentary vendor booth (10x10 space) (not preferred location)
- (5) complimentary Mariachi Festival Tickets
- Logo placement on select print (poster, program) and digital collateral (social media, website)
- (1) Grouped social media recognition shout out post
- Name/logo placement on website in “Thank You Supporters” section





SPONSORSHIP TIERS

THE MARIACHI: VIOLIN **\$1,000** (5) Available

- + (1) complimentary vendor booth (10x10 space) (not preferred location)
- + (5) complimentary Mariachi Festival Tickets
 - Logo placement on select print (poster, program) and digital collateral (social media, website)
 - (1) Grouped social media recognition shout out post
 - Name/logo placement on website in "Thank You Supporters" section

THE MARIACHI: GUITARRON **\$750** (7) Available

- + Logo placement on select print (poster, program) and digital collateral (social media, website)
 - (2) complimentary Mariachi Festival Tickets
 - (1) Grouped social media recognition shout out post
 - Name/logo placement on website in "Thank You Supporters" section

WORKSHOP SPONSOR **\$500** (10) Available

- + (2) complimentary Mariachi Festival Tickets
 - (1) Grouped social media recognition shout out post
 - Name/logo placement on website in "Thank You Supporters" section

COMMUNITY ADVOCATE SPONSOR **\$250** UNLIMITED

- + (1) Grouped social media recognition shout out post
 - Name/logo placement on website in "Thank You Supporters" section

FESTIVAL FRIEND **\$100** UNLIMITED

- Name/logo placement on website in "Thank You Supporters" section





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





COMMUNITY IMPACT

●●● **\$23k+** ●●●

Raised to bring this festival to fruition

●●● **2,500+** ●●●

Attendees in one day

●●● **\$42k** ●●●

Paid out to local artists

●●● **\$85k+** ●●●

Revenue to vendors





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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Lead Event Consultant

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Advisors

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