

3RD CEBU MUSIC FESTIVAL USA
Saturday, September 19, 2026
10:00 AM – 9:00 PM
@ the Grounds (Attaway Pavilion)
700 Event Center Drive, Roseville, California

SPONSORSHIP PACKET

EVENT PRESENTER

\$5,000 USD

As our premier event partner, the Event Presenter receives maximum visibility and exclusive promotional opportunities throughout the festival.

Benefits:

1. Company logo prominently displayed at the top of all digital and printed event posters.
2. Premium placement on the official festival website.
3. Company logo and acknowledgment featured across all festival media partners, including:
 - Online radio stations
 - Online bloggers
 - Philippine-based print and online newspapers and publications
 - Promotional tours and campaigns
 - Event streamers and on-stage acknowledgments
4. Exclusive use of one LED Wall designated for the Event Presenter (see Page 5 diagram).
5. Display multiple photos, advertisements, and promotional materials on the exclusive LED Wall.
6. One 15-second video advertisement with audio played on the Main LED Wall during performer transitions throughout the entire event.
 - Video will play before the introduction of each performer.
 - Multiple video ads may be submitted.
 - Videos must be in landscape format.
 - Submission deadline: August 19, 2026.
7. Exclusive use of the first two booth spaces near the entrance (see Page 6 diagram).
 - One 8 x 2-foot tables will be provided.
 - Sponsor provides tent (maximum size: 10' x 10').
8. Five (5) VIP Tickets.
9. Five (5) Official Festival Shirts.

CO-PRESENTER

\$1,000 USD

A valuable sponsorship opportunity offering strong brand exposure before and during the festival.

Benefits:

1. Company logo displayed on the side section of all digital and printed event posters.
2. Featured placement on the official festival website.
3. Company logo and acknowledgment included in:
 - Online radio stations
 - Online bloggers
 - Cebu-based newspapers and publications
 - Promotional tours and campaigns
 - Event streamers and on-stage acknowledgments
4. Shared exclusive LED Wall designated for Co-Presenters (see Page 5 diagram).
5. Continuous looping 5-second photo slide, logo, or product advertisement on the Co-Presenter LED Wall.
6. One 10-second photo or logo acknowledgment displayed on the Main LED Wall during performer transitions.
 - Placement order based on sponsorship purchase date.
7. One designated booth space.
 - One 8 x 2-foot table provided.
 - Sponsor provides tent (maximum size: 10' x 10').
 - Booth placement based on sponsorship purchase date.
8. Two (2) VIP Tickets.
9. Two (2) Official Festival Shirts.

SPONSOR

\$500 USD

An affordable opportunity to promote your business while supporting the largest Bisaya cultural celebration in the United States.

Benefits:

1. Company logo displayed in the sponsor section of all digital and printed event posters.
2. Listing on the official festival website.
3. One 3-second rotating photo slide, logo, or advertisement on the Sponsor LED Wall.

4. Company logo and acknowledgment featured through festival social media platforms and official website.
5. One designated booth space.
 - One 8-foot table provided.
 - Sponsor provides tent (maximum size: 10' x 10').
 - Booth placement based on sponsorship purchase date.
6. One (1) VIP Ticket.
7. One (1) Official Festival Shirt.

VENDOR

\$350 USD

Benefits:

1. One 8 x 2-foot table provided.
2. Vendor supplies tent (maximum size: 10' x 10').
3. Booth location assigned by the Festival Logistics Team.
4. Please review the Important Notes section for venue policies and requirements.

IMPORTANT NOTES

1. Deadline for logo and advertisement submission for the first batch of printed posters is **July 19, 2026**.
2. Digital posters and online promotional materials will be updated regularly with newly confirmed sponsors through September 19, 2026.
3. All tents must be properly anchored or weighted for safety. All booth setups are subject to venue management approval.
4. Vendor and sponsor setup hours are from **10:00 AM to 7:00 PM on Friday, September 18, 2026**.
5. Dedicated entrance and complimentary parking will be provided for Presenters, Co-Presenters, Sponsors, and Vendors. Parking maps and instructions will be distributed before the event.
6. Venue policy strictly prohibits the sale of food, beverages, or similar items, as food trucks and beverage services are exclusively managed by the venue.
7. Payment Options:
 - Check payable to: **Rolly Wagas Events LLC**
 - 9721 Cariann Court, Elk Grove, CA 95757
 - Zelle:
 - Ma Darlene Wagas
 - 661-487-4107
 - Venmo:
 - Ma Darlene Wagas
 - 661-487-4107
8. For questions and additional information, contact:

- Darlene Doroy Wagas – 661-487-4107
- Christina Emphasis – 916-716-1562
- Jennifer Tamboboy – 916-627-9053
- Mary Ann Colina – 916-396-1617

All logos, advertisements, and promotional files must be emailed to: rwagas80@gmail.com

ABOUT THE CEBU MUSIC FESTIVAL-USA

The Cebu Music Festival USA was founded by Rolly Reyes Wagas, a Cebuano singer-songwriter and a passionate Bisaya Culture advocate, based in Elk Grove, California, together with fellow Cebuano and Bisaya musicians throughout California.

The inaugural festival at the Grounds in Roseville in 2024 was a tremendous success, bringing together hundreds of members of the Bisaya community and featuring talented Cebuano and Bisaya artists, bands, and performers. The event generated widespread support from online bloggers, radio stations, Cebu-based publications, and community leaders both in the United States and the Philippines.

In 2025, the festival expanded with the addition of the Bisaya Cultural Show, attracting even larger audiences and creating a richer celebration of Bisaya heritage.

For 2026, the festival continues to grow with the addition of a Sinulog Parade, international Bisaya performers, expanded Cultural presentations, and a larger entertainment lineup, making this year's celebration our biggest and most exciting event yet.

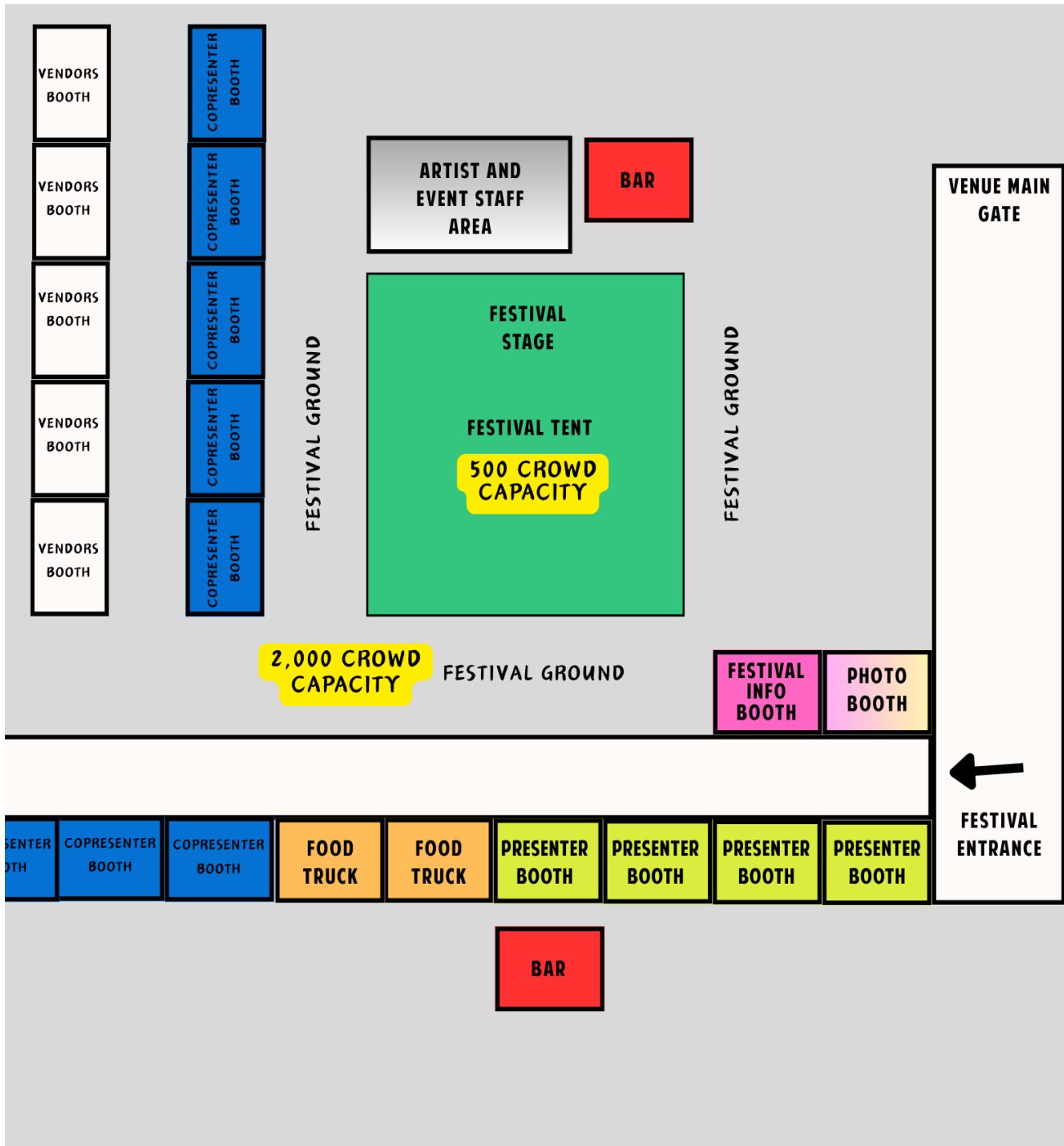
Join us as a sponsor and become part of the largest gathering in the United States celebrating Bisaya culture, music, heritage, and community. Your ads market will not only be the hundreds of attendees but the thousands of our online followers: website, online bloggers, print and online media, online radio stations, and more. The earlier you purchase sponsorship package, the earlier you get the exposure.

A portion of the event proceeds will support **Halad sa Kabataan**, a charitable initiative dedicated to providing musical instruments to deserving children in Cebu, Philippines.

LED WALL DIAGRAM (IMAGE IS THE ACTUAL STAGE)



FESTIVAL GROUND **BOOTH DIAGRAM**



THE BEAUTIFUL VENUE OF OUR FESTIVAL



1. Located in an upscale area adjacent to a Police Station
2. Huge Parking Space (15/car Parking Fee). Free parking for Presenters, Co-Presenters, Sponsors, and Vendors
3. Spacious compound secured with fence and Security Guards
4. Clean Restrooms
5. Professional Staff
6. Two Bars and lots of Food Trucks

Venue link: <https://www.attthegrounds.com/facilities/outdoor-spaces/attaway-pavilion/>

Prepared by:

ROLLY REYES WAGAS (Rock N' Rolly)
Proprietor, ROLLY WAGAS EVENTS LLC
Founder/Organizer, CEBU MUSIC FESTIVAL-USA
9721 Cariann Ct., Elk Grove CA 95757
661-903-3862 rwagas80@gmail.com

CMF-USA Facebook: <https://www.facebook.com/profile.php?id=61563850005646>

ROCK N ROLLY Facebook: <https://www.facebook.com/rollywagassr/>

Visit cebumusicfestival-usa.com



LIVE concert

02:00 PM

- TROY DEGAMO - 80'S NEW WAVE, ROCK
- G2 - VARIETY, NOVELTY
- RIGHT AS RAIN - 90'S ALTERNATIVE ROCK
- NONOY - FOLK & COUNTRY
- ANDREI - JAZZ
- MIDWAY BOUND - BISROCK
- HONEY MUSTARD - REGGAE
- ARMAND - ORIGINAL CEBU MUSIC
- ROLLY WAGAS - ORIGINAL BISAYA MUSIC
- MARK MALACAS - CLASSIC ROCK
- MIKKA - DANCE PARTY MUSIC
- MARY ANN - DANCE PARTY MUSIC
- ULRICH ACASO - METAL
- ROADS OF WATER - INDIE ROCK
- GUEST PERFORMERS



07:00 PM

Dance party!

LIVE MUSIC



THE ARTISTS

TROY DEGAMO | 80'S NEW WAVE, ROCK | CEBU - CANADA
G2 | VARIETY, NOVELTY | VISAYAS - CALIFORNIA
RIGHT AS RAIN | 90'S ALTERNATIVE ROCK | CEBU - CALIFORNIA
NONOY | FOLK & COUNTRY | CEBU - CALIFORNIA
THE HARANAS | JAZZ | CEBU - CALIFORNIA
MIDWAY BOUND | BISROCK | VISAYAS - CALIFORNIA
HONEY MUSTARD | REGGAE | VISAYAS - CALIFORNIA
ARMAND | ORIGINAL, ROCK DANCE | CEBU - UK
ROLLY WAGAS | ORIGINAL, ROCK N ROLL | CEBU - CALIFORNIA
MARK MALACAS | CLASSIC ROCK | MINDANAO - CALIFORNIA
MIKKA | DANCE PARTY MUSIC | CEBU - CALIFORNIA
MARY ANN | BISAYA CLASSIC, DANCE PARTY MUSIC | CEBU - CALIFORNIA
ULRICH ACASO | METAL | CEBU - CALIFORNIA
ROADS OF WATER | ORIGINAL, INDIE ROCK | VISAYAS - CALIFORNIA
JO AMORES | ROCK BALLAD | CEBU - CALIFORNIA
JOHN TALADUA | HOUSE MUSICIAN, LEAD/BASS GUITAR | CEBU - CALIFORNIA
MIKE RAMOS | HOUSE MUSICIAN, LEAD GUITAR | CEBU - CALIFORNIA
BRYAN COHN | HOUSE MUSICIAN, KEYBOARD | ADOPTED CEBUANO - CALIFORNIA
ROWIN ACASO | HOUSE MUSICIAN, DRUMS | CEBU - CALIFORNIA
JUDE CINCO | HOUSE MUSICIAN, DRUMS | CEBU - CALIFORNIA
JHANDEE | BISAYA NOVELTY | CEBU - CALIFORNIA
JUN DELFIN | BISAYA NOVELTY | NEGROS ORIENTAL - CALIFORNIA
BONG CAGALAWAN | ELECTRIC GTR | CEBU - MICHIGAN
KATRINA CAGALAWAN | BACK UP VOX | CEBU - MICHIGAN
PETER AGUILAR | BASS GTR | LEYTE - GEORGIA
ALVIN GABRERA | KEYBOARD | CEBU - CALIFORNIA
TOM STEWART | HOUSE MUSICIAN | ADOPTED CEBUANO - CALIFORNIA
DJ ODIE | HOUSE DJ | CEBU - CALIFORNIA
ARRIANE DEL | GUEST PERFORMER | MANILA - CALIFORNIA
SURPRISE PERFORMERS!



PRESENTED BY:



The biggest gathering of Cebuano & Bisaya artists, bands, musicians, and cultural groups in the USA!



SEPT 19, 2026



10 AM - 09 PM



@THE GROUNDS, ROSEVILLE CA



TICKETS, SPONSORSHIP, INFO, AT
CEBUMUSICFESTIVAL-USA.COM