



2024
10th Anniversary
Celebration

Dear friend,

I'm beyond excited and honored to invite you to this year's **Mariachi Festival de Sacramento** taking place on **September 8, 2024!** This marks a particularly special year as we celebrate our 10th anniversary bringing this incredible event to the Sacramento community through my production company, Dinorah Entertainment.

This one-of-a-kind cultural celebration is one of the fastest growing and most popular events in northern California. This festival is a community favorite and has grown significantly since its inception in 2014, starting out at small parks and venues with a few hundred people in attendance, to now moving to one of Sacramento's most luxurious music halls: the new **SAFE Credit Union Performing Arts Center** with over 2,400 seats. This year's festival will be the biggest yet, featuring Sacramento's very own all-female Mariachi Bonitas de Dinorah opening for the world's best Mariachi and headliner, Mariachi Vargas de Tecalitlan.

We'd be honored to have you participate in this great event as a sponsor. Your sponsorship gift would make a significant impact by highlighting the importance of Mariachi music as a cultural contribution to our community. With a sponsorship, you're supporting a festival that has for years brought people of all ages, cultures, and backgrounds together to celebrate culture, awareness, diversity and inclusion.

Please review the attached Sponsorship Packet for more information on the event and the various sponsorship levels. I truly appreciate your consideration, and I'm available to answer any questions you may have about this opportunity.

Feel free to contact me at booking@dinorahmusic.com or by phone at 530-383-4581, and I hope to see you on September 8th!

Sincerely,

Dinorah Klingler

CEO, Dinorah Entertainment
Producer, Mariachi Festival de Sacramento



MUSIC IS OUR TRADITION

There's no denying the power of Mariachi music. From the finesse of the violin strings to the rhythm of the guitar and the heartbeat of the guitarron, Mariachi music is one of the most well-recognized genres of music worldwide, particularly to people coming from or living in central and south America.



Located in the heart one of the most diverse regions in the country, Sacramento is the ideal location for a cultural event celebrating the traditions and music of Mexico. According to the Sacramento Hispanic Chamber of Commerce's 2023 Economic Impact Report, the Greater Sacramento region was home to half a million Hispanics in 2021, with an expected growth rate of 26% in the next 20 years.*

For a decade, Mariachi Festival de Sacramento has brought cultural entertainment to the Great Sacramento area, starting out at small community parks like Southside Park with a few hundred attendees, then moving to medium venues like The Scottish Rites Center, and more recently in 2023 taking place at the Sacramento Memorial Auditorium with thousands of people in attendance.



As the venue size has increased due to increasing demand, so have the artists. Mariachi Festival de Sacramento has previously featured renowned artists from all over this continent including: Shaila Durcal, Mariachi Nuevo Mexico, Grammy-winning groups Ellas and Mariachi Divas, Guadalajara, Mexico's own Mariachi Nuevo Tecalitlan and Mariachi Estrella de Mexico, Mariachi Las Colibri, and Lupita Infante.

*Source: https://sachcc.org/wp-content/uploads/2023/09/SHCC23_Annual-Report_English_Print.pdf

10TH ANNIVERSARY CELEBRATION

This year's Mariachi Festival de Sacramento will be the biggest celebration yet with an expected sold out show featuring our biggest headliner yet: Mariachi Vargas de Tecalitlan.

Event Details:

Sunday, September 8, 2024

SAFE Credit Union Performing Arts Center

1301 L Street, Sacramento, CA 95814

Mariachi Vargas *DE TECALITLAN*

Known as the best Mariachi in the world, Mariachi Vargas de Tecalitlan recently celebrated 126 years since their founding, and have performed over 12,000 concerts. In addition to selling out shows worldwide, the Grammy and Latin Grammy winners continue to release music and will honor the Sacramento community as the headliners of the 10th annual Mariachi Festival de Sacramento.



Mariachi Bonitas

DE DINORAH

Founded in 2020 and directed by local musician and producer, Dinorah Klingler, Mariachi Bonitas is an all-female group that was founded to create a space for female musicians to voice their love for

Mariachi. They were featured on The Kelly Clarkson show, released their first studio album in 2023, and have become a musical staple in the greater Sacramento Valley. This amazing group of women will be opening the show for Mariachi Vargas.



10TH ANNIVERSARY CELEBRATION



Ballet Folklórico

NUBE DE ORO

Joining the festival once again this year will be Ballet Folklórico Nube de Oro. This nonprofit organization is dedicated to teaching traditional folkloric dance, while inspiring youth to share the diversity and beauty of Mexico's dances. Their work strengthens self-esteem and pride based on personal accomplishments, respect, teamwork, and commitment through dance.

Mariachi Juvenil

*CORAZON
JALISCIENSE*

Wowing the crowd with their young talent, this group of youth Mariachis will be returning once again to share their love of Mariachi music.



Also featuring special guests directly from Jalisco, Mexico:

Sandra Guevara & Omar Alejandro



SPONSORSHIP LEVELS



Presenting Sponsor.....\$20,000

- 12 VIP tickets (includes meet & greet with the performers)
- Logo prominently displayed on the front page of the event program
- Full color, full page ad on the inside cover of event program
- 90 second speaking opportunity at beginning of show
- Introduction to headliner
- Logo prominently displayed on the show screen
- Logo prominently displayed on the front page of Mariachi Festival website

Platinum Sponsor.....\$15,000

- 10 VIP tickets (includes meet & greet with the performers)
- Logo displayed on the front page of the event program
- Full color half page ad in the back of event program
- 30 second speaking opportunity during intros to opening act
- Logo prominently displayed on the show screen
- Logo prominently displayed on the front page of Mariachi Festival website

Gold Sponsor.....\$7,500

- 6 VIP tickets (includes meet & greet with the performers)
- Black & white 1/4 ad displayed in the event program
- Logo displayed on the screen
- Logo displayed on the front page of Mariachi Festival website
- Mention of Gold sponsor during the event

Silver Sponsor.....\$5,000

- 4 VIP tickets (includes meet & greet with the performers)
- Logo displayed in the event program
- Logo displayed on the screen
- Logo displayed on the front page of Mariachi Festival website
- Mention of Silver sponsor during the event



Thank you!



PARTNERSHIPS

Mariachi Festival de Sacramento is proud to announce that as part of its ten year anniversary celebration, a portion of the proceeds from the 2024 Festival will be donated to **Latino Center of Art & Culture** located in Sacramento. Dinorah Entertainment regularly partners with this incredible nonprofit organization to promote events, workshops, and cultural events for the benefit of the community.

The mission of the Latino Center of Art & Culture is to foster artistic, economic and cultural development of the Sacramento region's Latinx community by presenting, exhibiting, and providing excellent artistic programs and services to Latinx artists, organizations and families. In this way, we actively seek social justice for marginalized and underrepresented Sacramento communities.

Your sponsorship helps us to continue supporting this impactful organization that aims to provide the community with the maximum possible opportunities of cultural education and enrichment.

To learn more about the Latino Center of Art & Culture, please visit their website at TheLatinoCenter.org.

Tax ID: 94-2365928



MARIACHI FESTIVAL *de* SACRAMENTO

Our community's support is crucial in helping to continue to bring this incredible cultural event to the Sacramento region.

We appreciate your participation!

TO BECOME A SPONSOR, PLEASE CONTACT US AS FOLLOWS:

BOOKING@DINORAHMUSIC.COM
530-383-4581

