



## Fiesta Austin Sponsor Information

For decades the Annual Festival at Fiesta Gardens has become a tradition in East Austin's Community. Bringing together thousands of Hispanics and multicultural fans to celebrate their heritage with the celebration of Mexico's Cultural Traditions and incorporate their Tex-Mex roots. Fiesta Austin is honored to continue this historic annual event. Providing entertainment showcasing some of today's top artists in Tejano and Conjunto music. Austin's best vendors provide a variety of Mexican and Tex-Mex as well as American food to feed the soul.

Austin's Annual Festival will take place on Saturday May 4, 2024 at Fiesta Gardens. We are continuing the role of raising awareness of the importance of preserving and continuing the legacy of East Austin's community and cultural tradition.

**We can't meet our goal of having a successful event without your partnership and support with Fiesta Austin. We believe you understand and support our vision and mission.**

Looking for a great way to advertise your national brand or business in the Austin Market to new audiences, partnering with Fiesta Austin will showcase your company's product or service as a Fiesta Day sponsor. Sponsors are granted access and connectivity to our shared consumer audience via social media marketing and onsite campaigns.

Previous Fiesta Austin Festivals have had well over 4,000 in attendance. Our advertising campaign will have the potential to reach 100's of thousands in the Austin/surrounding and San Antonio Market.

Our sponsorship packages have a variety of options that can be tailored to fit your budget. If you want to be part of this year's event please email completed applications to [info@fiestaaustintx@gmail.com](mailto:info@fiestaaustintx@gmail.com)

# Fiesta Austin Sponsorship Levels

## Diamond | \$6,000

- **Diamond Sponsorship Rights**
  - **Official Category Designation:** Sponsor would have the right to call themselves the “Official” brand of Category Designation for Fiesta Austin Cinco De Mayo 2024 Festival.
  - **Right to use event name and likeness in approved promotions**
  - **Right to create an interactive consumer experience**
- **Onsite Integration**
  - **Physical Onsite Footprint** - location TBD - mutually agreed upon by the Sponsor and Fiesta Austin - Use for brand activation, brand ambassador engagement, etc. Sponsor to provide staffing for Onsite Footprint as needed for onsite activation presence - duration TBD by Sponsor. Sponsor may use the footprint to hand out promotional items or directly engage w/ patrons. Sponsor must advise Fiesta Austin of what their brand activation would consist of. Fiesta Austin will review to ensure promotional material does not conflict with the mission and is appropriate for our event.
  - **Vehicle Placement** - If Sponsor has a vehicle to display (dealership) or advertisement wrapped vehicle, they can utilize one spot within the festival or just outside the entrance. The location will be mutually agreed upon. Approval based on power availability, safety, and Fiesta Austin’s discretion. Fiesta Austin needs to be informed of the use of Vehicle Placement option prior to 2/14/24
  - **Tickets** - Name and logo of sponsor displayed on tickets
  - **Goodie/Swag Bag** - Right to distribute goodie/swag bags to artists via Fiesta Austin. Sponsor may submit a request for Meet and Greet w/ artists, pending artists’ availability.
  - **Banner Placement** - Multiple placement spots for banners, including top spot on stage banner, and two 4’ x 6’ along the fence at the entrance of the festival. Additional spots could be allowed pending availability. Fiesta Austin will provide two 4’ x 6’ at no cost. Any additional banners to be supplied by Sponsor. If Sponsor does not have banners, additional banners can be provided at cost. Requests for additional banners must be made no later than 2/15/24.
  - **The Sign Trailer Inclusion** - The Sign Trailer will be placed inside the festival grounds. Sponsor’s logo will be added on to one of the three sides. The Sign Trailer may be activated prior to the day of the event. In this case the Sponsor’s logo will be included in any mobile advertising leading up to the day of the festival. view at <https://thesigntrailer.com>
  - **Additional Space** - Additional space provided for approved branded displays such as inflatables, flags, etc. The location will be mutually agreed upon. Approval based on power availability, safety, and Fiesta Austin’s discretion.



- **Announcements During Festival** - Sponsor will be introduced by name on stage throughout the event during the announcements between performances. Includes onsite podcast interviews with Radio affiliates.
  - **Event Banner** - Sponsor's logo will be placed on the large event banner that will be displayed at the Festival
  - **Media Exposure**
    - **Live Media Inclusion** - Spotlighted with Fiesta Austin on local media news coverage as Official Category Sponsor, only valid if covered by news channel.
    - **Website** - Spotlighted on FiestaAustin.org. Logo placed on the website listed as Official Category Sponsor, with link to the web address of the sponsor's choosing
    - **Radio** - Mentioned as Official Sponsor on 0:30 radio spots. Spots will run on a variety of industry stations, equal to KEDA - San Antonio, KLMO - San Antonio, TX, and HotTejano - Austin Internet Radio and more.
    - **Social Media** - Mentioned on social media posts as Official Category Sponsor at least once every two weeks and once a week on the final three weeks leading up to the event. This will be done on all available Social Media resources including our media partners.
    - **Press Releases** - Sponsor will be mentioned in all press releases as Official Category Sponsor.
    - **Print Media** - Logo displayed on all promotional materials, including posters, flyers, etc.
  - **Tickets & Credentials**
    - **Tickets to Festival** - Sponsor will receive 100 tickets for entry for each day. Sponsor can use these for employee awards, staff incentives, ticket giveaways, promotions, etc.
    - **Staff Credentials / Community** - UNLIMITED number of credentials will be provided to Sponsor for staffing / client community. This number will be an agreed amount between Sponsor and Fiesta Austin. Credentials will provide access to the festival's vendor areas. There will be no access to backstage or other restricted areas.
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## Platinum | \$2,500 \*Special Stage Log Placement

- **Booth Space** - Sponsor will have the option to utilize a booth space. The location will be mutually decided on by Sponsor and Fiesta Austin. Use for brand activation, brand ambassador engagement, etc. Sponsor to provide staffing for Booth Space as needed for onsite activation presence - duration TBD by Sponsor. Sponsor may use a booth to hand out promotional items or directly engage w/ patrons. Sponsors must advise Fiesta Austin of what their brand activation would consist of. Fiesta Austin will review to ensure promotional material does not conflict with the mission and is appropriate for our event.
  - **Banner** - Two 4' x 6' personalized banners will be provided for fence line placement provided by Fiesta.
  - **Website** - Spotlighted on FiestaAustin.org. Logo placed on FiestaAustin.org with a link to the web address of the sponsor's choosing
  - **Radio** - Mentioned as Official Sponsor on 0:30 radio spots. Spots will run on a variety of industry stations, equal to KEDA - San Antonio, KLMO - San Antonio, TX, and HotTejano - Austin Internet Radio and more.
  - **Announcements During Festival** - throughout the day during the event Sponsor will be mentioned by name. Includes onsite podcast interviews with Radio affiliates.
  - **Event Banner** - Sponsor's logo will be placed on the large event banner that will be displayed at the Festival
  - **Print Media** - Logo displayed on all promotional materials, including posters, flyers, etc.
  - **Tickets to Festival** - Sponsor will receive 100 tickets for entry for each day. Sponsor can use these for employee awards, staff incentives, ticket giveaways, promotions, etc.
  - **Staff Credentials** - A number of credentials will be provided to Sponsor for staffing. This number will be an agreed amount between Sponsor and Fiesta Austin. Credentials will provide access to the festival's vendor areas. There will be no access to backstage or other restricted areas
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## Gold | \$1,500

- **Booth Space** - Sponsor will have the option to utilize a booth space. The location will be mutually decided on by Sponsor and Fiesta Austin. Use for brand activation, brand ambassador engagement, etc. Sponsor to provide staffing for Booth Space as needed for onsite activation presence - duration TBD by Sponsor. Sponsor may use a booth to hand out promotional items or directly engage w/ patrons. Sponsors must advise Fiesta Austin of what their brand activation would consist of. Fiesta Austin will review to ensure promotional material does not conflict with the mission and is appropriate for our event.
- **Banner** - Two 4' x 6' personalized banners will be provided for fence line placement provided by Fiesta.
- **Website** - Spotlighted on FiestaAustin.org. Logo placed on FiestaAustin.org with a link to the web address of the sponsor's choosing
- **Announcements During Festival** - throughout the day during the event Sponsor will be mentioned by name. Includes onsite podcast interviews with Radio affiliates.
- **Event Banner** - Sponsor's logo will be placed on the large event banner that will be displayed at the Festival
- **Print Media** - Logo displayed on all promotional materials, including posters, flyers, etc.
- **Tickets to Festival** - Sponsor will receive 50 tickets for entry for each day. Sponsor can use these for employee awards, staff incentives, ticket giveaways, promotions, etc.
- **Staff Credentials** - A number of credentials will be provided to Sponsor for staffing. This number will be an agreed amount between Sponsor and Fiesta Austin. Credentials will provide access to the festival's vendor areas. There will be no access to backstage or other restricted areas

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## Silver | \$250/ Silver Plus \$600 includes onsite podcast interviews with Radio affiliates.

- **Banner** - (1- 2) 4' x 6' \*personalized banners must be provided by sponsor (plus package includes 1 banner). Fence line placement.
- **Website** - Spotlighted on FiestaAustin.org. Logo placed on FiestaAustin.org with a link to the web address of the sponsor's choosing
- **Tickets to Festival** - Sponsor will receive 6 tickets for entry each day. Sponsor can use these for employee awards, staff incentives, ticket giveaways, promotions, etc. (\*Silver Plus receive 20 Tickets)

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## Bronze | \$50

- **Website** - Business card on FiestaAustin.org with a link to the web address of the sponsor's choosing
  - **Tickets to Festival** - Sponsor will receive 4 tickets for entry each day.
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