

The 6th Annual Sacramento Taco Festival

**Saturday June 1, 2019
Del Paso Blvd, Old North Sacramento**

Hosted by



**Council Member
Allen W. Warren
District 2**



**Vida de Oro
Foundation**



**Council Member
Allen W. Warren
District 2**

The First Festival of the Summer 2019



A Real Crowd Pleaser



Community Engagement



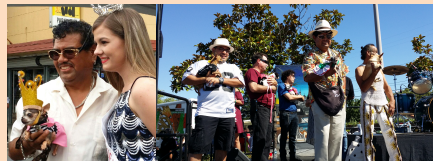
Photo Ops



**Lucha Libre
(Professional Wrestling)**



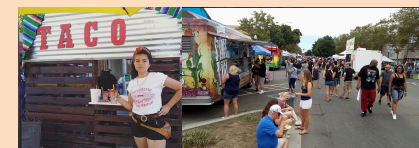
Taco Eating Contests



**Nor Cal's
Chihuahua Beauty Contest**



Media Exposure



Taco Vendors



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Description of Event

- The Vida De Oro Foundation produces this annual region-wide event that brings thousands of people to Del Paso Boulevard in Old North Sacramento. The 6th Annual Sacramento Taco Festival is a unique and energetic street event that promotes business, community, the arts, and culinary experiences featuring...THE TACO.
- Planned for Saturday, June 1, 2019, we conduct pre-event activities throughout the prior week as a part of Sacramento Taco Week, as declared by City Mayor Proclamation.
- The Festival attracts dozens of vendors, musical talent, artists, and sponsors. Be sure to join us.



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Opportunities for Branding

Get your brand, logo, or product in front of tens of thousands of people through the Sacramento Taco Festival. We offer varying levels of access to the thousands who follow us on social media and our website, plus visibility during Sacramento Taco Week, during the Festival and post Festival videos/hash tags/and website visits.

Past Sponsors and Supporters

This annual event cannot happen without the support of our sponsors and supporters, which include:

Mayor Darrell Steinberg, Councilmembers Allen Warren and Eric Guerra, State Senator Dr. Richard Pan, EyeGlass World, U-HAUL, Downtown Ford, Rachel Williams Insurance, La Victoria Salsa Brands, Jim Boys Tacos, El Michoacano Taqueria, Lagunitas Brewing Company, Carneros Brewing Company, Ghost Tequila, Carol's Books, Stoney's Rockin Rodeo, Flores Ranch/Romo Realty, Angel and Carmela Garcia, Norma and Carlos Alcala, Ricardo Perez, Mike and Lola Acosta, Son of a Bean Coffee, Shift Coffee, the Del Paso Boulevard Partnership, the North Sacramento Chamber of Commerce, North Sacramento Friends of the Library, CalExpo, the Sacramento Police Department North Division, the Sacramento Fire Department, Sacramento RT, SMUD, Grant High School Drum Line, La Familia Counseling Center, Church of Scientology, Brother To Brother, GRAMMY Award Winner Jay King, KDEE 97.5 FM, iHeart Radio, FM 102, News and Review, Fox40 TV, the Roni Duetch Radio Show, Box Brothers Shipping, the Sacramento Latino Community Roundtable, SacLatino Magazine, SacTown Magazine and many more.



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Opportunities for Branding

Company/Product Branding Levels:

Level	Amount	Benefits
Website Ad Only	\$ 1,000	A 12-month Ad on the Taco Festival website with hyperlink.
Festival Activity (Select your activity)	\$ 2,000	Banner placed at one of the following options: Main-Stage; Wrestling Ring; Art Demonstration; Kid's Area; Chihuahua Beauty Contest; Car Show; Youth Stage; or Taco Eating Contest.
Festival Entrance	\$ 3,000	Banner placed at all three entrances of the Festival; 12-month ad on the Taco Festival website with hyperlink.

Continued...



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Opportunities for Branding

Level	Amount	Benefits
Taco Week Activities	\$ 3,000	Held from May 28 to June 1, 2018, includes: Press Conference; Celebrity Taco Eating Contest; Police Vs. Firefighters Taco Eating Contest; ad in the Sacramento Taco Trail Map.
Bronze	\$ 5,000	Option of any one of the above plus pre-marketing.
Silver	\$ 7,500	Option of any two of the above plus pre-marketing.
Gold	\$10,000	All of the above plus pre-marketing.
Platinum	\$15,000	All of the above plus pre-marketing and co-MC on the main-stage.



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Sponsor Agreement

COMPANY NAME: _____

FIRST NAME/LAST NAME OF AUTHORIZED REPRESENTATIVE: _____

ADDRESS: _____ City: _____ State/Zip: _____

EMAIL ADDRESS: _____ Company Website: _____

*Please list items to be sold or distributed: _____

LEVEL SELECTED: _____ Amount: \$_____

Signature of Authorized/Responsible Individual/Representative (*Below*):

_____ Date: _____

CREDIT CARD NUMBER	EXP. MONTH/YEAR
SEC. CODE	AFFILIATED ZIP CODE



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Event Policies/Disclaimer

Please Read Before Submitting:

This agreement is with the Vida de Oro Foundation, a public benefit 501 (c) (3) organization, Fed. ID 46-2304644, which is only endorsed by the City of Sacramento, the Del Paso Boulevard Partnership and City Council Member Allen W. Warren. All sponsors, vendors, and contributors will receive a formal invoice and W-9 Form for your records and deductible claims. MORE: Contract/Agreements submitted without payment are deemed incomplete until payment is received. No refunds will be provided 14 days before nor anytime after the event. For the safety, security and benefit of attendees, all sponsors and vendors must abide by the event rules and guidelines (mailed separately.) Unless negotiated/discussed and approved by the Vida de Oro Foundation prior to the event, no vendor may sell or display alcohol, self-defense weapons, firearms, pornographic materials, narcotics, alternative medicines, nor any material or information that is offensive that promotes hate or discrimination toward any person or persons, or group. The signature provided is from an individual authorized to commit the above Sponsor/Vendor/Contributor to participate in this event. In addition, the signature also confirms the above Policies and Disclaimers have been read and understood, and authorizes the Vida de Oro Foundation to use images, logos, slogans, etc., in related marketing and sales material.

Please mail or email this Contract/Agreement/Payment to:

Vida de Oro Foundation
2213 Del Paso Blvd, #149
Sacramento, CA 95815
Email: vida@vidadeoro.com

Make Checks Payable to: Sacramento Taco Festival