

The 7th Annual Sacramento Taco Festival

Sunday, May 21, 2023

From 10:30 am to 5:30 pm

**Del Paso Blvd
Old North Sacramento - 95815**

SPONSORSHIP PACKAGE



www.sacramentotacofestival.com

HOSTED BY:



**The Vida de Oro
Foundation**





Sacramento Taco Festival History

Established on October 12, 2012 to promote the arts and recognize national Taco Day, this event has become a street fair with a focus of promoting North Sacramento.

With thousands of people looking forward to attending the Sacramento Taco Festival each year since, locally and from out of town, it is the Vida De Oro's Foundation's largest event.

The Vida De Oro Foundation, whose mission is to promote the arts and enhance the community, works with the North Sacramento Chamber of Commerce, the Del Paso Boulevard Partnership, the City Councilmember and numerous local neighborhood associations and nonprofits to make this event possible.

Sponsorships are tax deductible. Contact us at taco@sactacofest.com or (916) 914-4665.





Northern California's Premiere Event!



A Real Crowd Pleaser



**Lucha Libre
(Professional Wrestling)**



Community Engagement



**Northern California's
Chihuahua Beauty Contest**



Selfie/Photo Opportunities



Media Event/Taco Eating Contests



Promotional Opportunities

Branding – have your logo placed

- On Our Collateral Materials
- On All Our Social Media Outreach
- On Our Merchandise
- On the Banners at Entrances



Sponsorship Opportunities

- Stage Sponsorship
- Press Conference & Celebrity Taco Eating Contest
- Chihuahua Beauty Contest
- Professional Wrestling
- Taco Eating Contest
- Pie Eating Contest



Exhibitions

- History of North Sacramento
- Beer Garden/VIP Booths
- Art Demonstrations and Displays





Advertising & Branding Pricing

Program Book Advertising

Ad Size:	Price:
Half Page Color	\$ 1,500
Full Page Color	\$ 2,500
Two-Page Spread	\$ 5,500
Inside Front Cover	\$ 4,000
Outside Back Cover	\$ 5,000

(All ads are due April 28, 2023 – print & digital formats – digital includes hyperlink to your website)

Put your logo on our:

Opportunity:	Price:
Posters/Post cards	\$ 250
Napkins	\$ 350
Beverage Cups	\$ 500
T-Shirts	\$1,000
Hats/Caps/Visors	\$1,250
Stage Banner	\$1,500
Our Entrance Banner	\$1,500
Taco Trail Map	\$2,000



Sponsorship Levels

Partnership Level	Amount	Benefits:
Bronze	\$ 2,000	Logo on banners at: Press Conference and Celebrity Taco Eating Contest and at the event entrances; a display booth the day of the event.
Silver	\$ 5,000	The items listed above plus quarter page ad in program book (non-digital and digital with hyperlink).
Gold	\$10,000	The items listed on the top two above plus a half-page ad in program book and logo on all pre-marketing material.
Platinum	\$15,000	The items listed on the top three above plus logo on our merchandise, a $\frac{3}{4}$ page ad in program book and company banner on wrestling stage and entrances.
Diamond	\$20,000	The items listed on the top four above plus listed as a Co-Host, a full-page ad in program book, company banner on the back of the main stage and microphone time before each main event.



Sponsorship Agreement

COMPANY NAME/PHONE #: _____

FIRST and LAST NAME OF AUTHORIZED REPRESENTATIVE: _____

ADDRESS: _____ City: _____ State/Zip: _____

EMAIL ADDRESS: _____ Company Website: _____

LEVEL SELECTED: _____ Amount: \$ _____

Payment by Check: _____

Payment by Card: _____

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

*Please list items to be sold or distributed: _____

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

_____ Date: _____



Sponsorship Agreement

Please Read Before Submitting Sponsorship Agreement:

This agreement is with the Vida de Oro Foundation, a public benefit 501 (c) (3) organization, EIN 46-2304644, which is endorsed by the City of Sacramento. All sponsors, vendors, and contributors will receive a formal invoice and W-9 Form for your records and deductible claims. **NOTE: Agreements submitted without payment are deemed incomplete until payment is received.** **No refunds** will be provided at anytime. 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/sponsor 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 Agreement/Payment to:

Vida de Oro Foundation
2213 Del Paso Blvd, #149
Sacramento, CA 95815
Email: vida@vidadeoro.com
Questions? (916) 914-4623

Make Checks Payable to: Vida De Oro Foundation