



Coming October 12, 2024
11:00 am to 5:00 pm

On Del Paso Boulevard
North Sacramento, CA

featuring
a parade * live music * food
contests * live wrestling

The Sacramento Taco Festival is back!

Celebrating the Taco and North
Sacramento's 100th Birthday!!

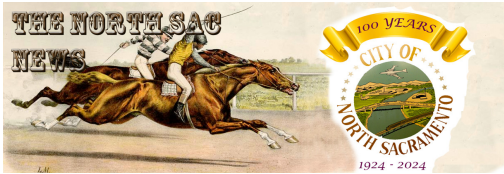
We invite you to join us for a one-day
street fair filled with a parade,
continuous music, food, contests,
professional wrestling, and artisan
goods.

For More Information

Call: (916) 420-5366

Email:

sacramentotacofestival@gmail.com



Your Logo Here



History of the Sacramento Taco Festival

In 2012, the Vida De Oro Foundation wanted to give Taco Lovers a single location where they can taste the different flavors of the taco, as a result we established the Sacramento Taco Festival in North Sacramento.

In 2019, the Sacramento Taco Festival attracted 8,000 people to North Sacramento from throughout Northern California.

North Sacramento was once a Mexican Land Grant (Rancho Del Paso), that was converted into one of the world's largest quarter horse breeding and boarding ranches of the late 1800s, sending three-year old horses to the Kentucky Derby.

In the early 1900s, the land was parceled and sold, and on June 18, 1924, through the efforts of the North Sacramento Chamber of Commerce, the land was incorporated as the city of North Sacramento. It was annexed by the City of Sacramento in 1964, but still retains the look of a small community.





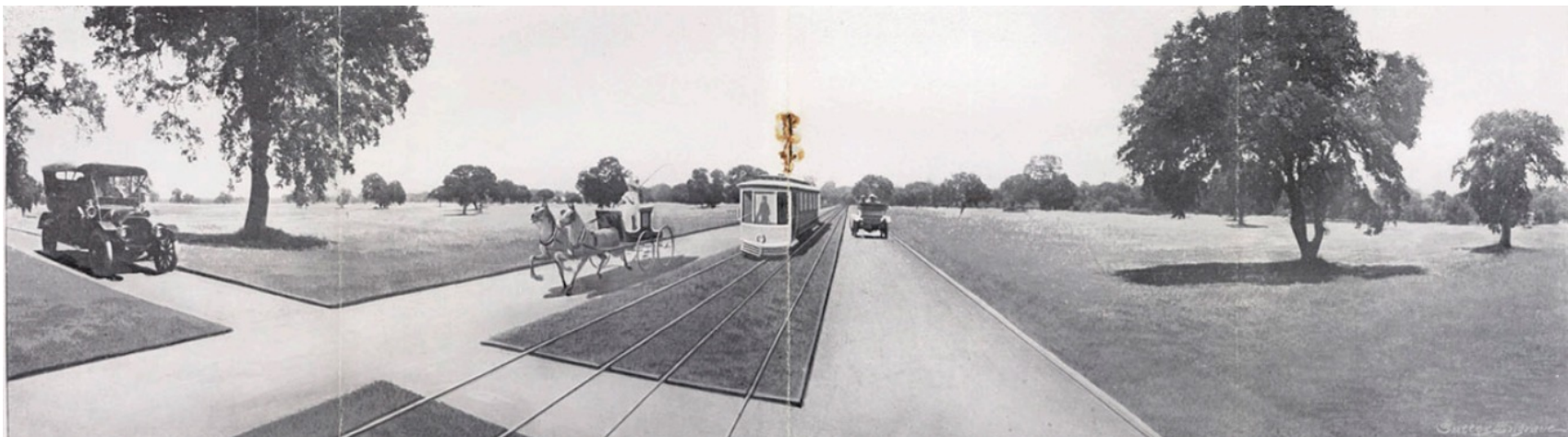
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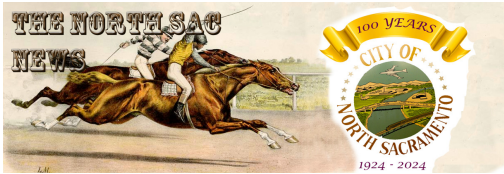


The Sacramento Taco Festival Is An Event

This year of 2024, The Sacramento Taco Festival will be part of North Sacramento's Centennial celebrations.

It will feature a parade on Del Paso Boulevard (Historic Highway 40) and a host of food and nonfood vendors, continuous live music on two stages, live wrestling, taco eating and pie eating contests, raffles, kid's activities, art exhibits and demonstrations, a history exhibit about North Sacramento, and Northern California's original Chihuahua Beauty Contest.





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The Vida De Oro Foundation

The Mission of the Vida De Oro Foundation is to promote the arts and enhance the community.

Promoting the Arts:

- Art Exhibits
- Lectures about art
- Hosting authors, TV/Film producers, Film Screenings
- Providing artist tools and a location to work

Enhancing The Community:

- New prom dress giveaway (Over 4,000 given)
- Food collection and distribution for families in need
- Gifts for children during the Holiday Season

The Vida de Oro Foundation presents
Prom Dress Give Away

Saturday, February 9, 2019
10 am to 4 pm
The **U-HAUL** Medimer Building
3979 N Freeway Blvd, Sacramento, CA

Your school has been selected to participate.
Are you eligible?
Contact: vida@vidaeoro.com or (916) 914-4623

Dresses donated by:

Quata International of Oroville & Lulus lulus.com



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Highlights of the Sacramento Taco Festival



A Real Crowd Pleaser



Lucha Libre (Professional Wrestling)



Community Engagement



Northern California's Chihuahua Beauty Contest



Selfie/Photo Opportunities



Media Event/Taco Eating Contests



Your Logo Here



Promotional Opportunities

Branding – have your logo placed

- On Our Collateral Materials
- On All Our Social Media Outreach
- On Our Merchandise

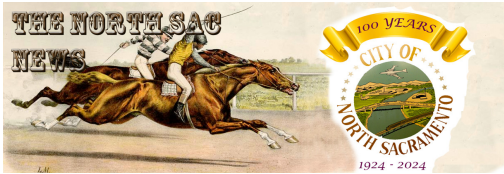
Sponsorship Opportunities

- Stage Sponsorship (Banner/Mic Time)
- Press Conference & Celebrity Taco Eating Contest (Banner/Mic Time)
- Professional Wrestling Ring (Banner/Mic Time)
- Hosting the Taco Eating Contest (Mic Time)
- Hosting the Pie Eating Contest (Mic Time)
- Hosting the Chihuahua Beauty Contest (Mic Time)
- Banner at Entrances (3)

Exhibitions

- History of North Sacramento (Banner)
- Beer Garden/VIP Booths (Banner/Seats)
- Art Demonstrations and Displays (Banner)





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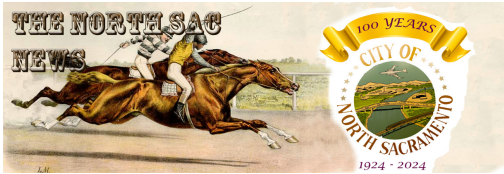


Sponsorship for The Sacramento Taco Festival

Sacramento Taco Festival Sponsorships deliver the greatest marketing impact, aligning brands with the Taco Festival and North Sacramento Centennial leading up to, during, and after the event.

The Vida De Oro Foundation sponsorship team offers valuable support and guidance to develop a custom program to fit your brand's needs. The team works closely with sponsors to:

- Reach target demographics by honing activation approach
- Integrate sponsor products and offerings
- Achieve marketing objectives and amplify sponsor initiatives
- Garner the attention of thousands of influential industry tastemakers and media while influencing tens of thousands of consumers
- Align with Vida De Oro Foundation in future marketing campaigns



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YOUR SPONSORSHIP AT WORK

\$1,000

- Your logo on Our Collateral Materials
- Your logo On All Our Social Media Outreach
- Your logo On Our Merchandise
- Display Booth Space

\$2,500

- All of the above, plus:
- Logo on our banner located at all 3 entrances
- Logo on events schedule

\$5,000

- All of the above plus:
- Press Conference & Celebrity Taco Eating Contest (Banner/Mic Time)
- Professional Wrestling Ring (Banner/Mic Time)
- Hosting the Taco Eating Contest (Mic Time)
- Hosting the Pie Eating Contest (Mic Time)
- Hosting the Chihuahua Beauty Contest (Mic Time)

\$10,000

- All of the above, plus:
- Stage Sponsorship (Banner/Mic Time)
- History of North Sacramento (Banner)
- Beer Garden/VIP Booths (Banner/Seats)
- Art Demonstrations and Displays (Banner)



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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: _____



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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: sacramentotacofestival@gmail.com
Questions? (916) 420-5366

Make Checks Payable to: Vida De Oro Foundation