



Casa Puebla & Cermak Rd. Chamber of Commerce

Presents

Festival & Parade



Friday May 4th to Sunday May 6th
Douglas Park (19th & Sacramento)



Casa Puebla * 2654 W. Cermak Rd., Chicago, Il 60608 * (312) 767-1257
Website: chicagocincodemayo.org * email: casapuebla@gmail.com

COMMUNITY EVENTS SPONSORSHIP PROGRAM

Casa Puebla in Conjunction with **the Cermak Road Chamber of Commerce & Ind.** is committed to producing a variety of events that feature a diverse program for families, residents, and visitors alike.

An event sponsorship is a wonderful way to support the community, reach a specific target market and help to preserve vibrant, culturally-diverse events for residents of the City of Chicago. You can sponsor and increase your brand's visibility or market your business by having direct contact with your customers at the various events produced by our organization. This is a great opportunity for your company to receive extraordinary exposure while taking part in events that promote community development. In addition to becoming a supportive member of the community, our sponsors enjoy many benefits, including prominent on site and media recognition.

Casa Puebla and the Cermak Road Chamber of Commerce & Ind / Casa Puebla has produced several successful events and has developed an event schedule featuring diverse programming for every age and interest.

Event sponsorship benefits may include:

- Print and electronic media recognition
- Press Release Mentions
- Onsite and offsite signage recognition
- Access to VIP Areas, Receptions, or Events
- Complimentary Booth Space

Community Benefit

By becoming a sponsor of Cinco de Mayo you will be helping students from the community have the opportunity to earn Academic Scholarships that will help them continue their education and academic skills. Cinco de Mayo Mission and Goals remain constant: to respond to the educational needs of the youth from the community by helping our local schools maintain the necessary academic tools to promote human dignity, increase employment potential, and facilitate their students to participate in the larger community.

In addition, Cinco de Mayo once again will be unlike any other event held in Chicago; we give our sponsors an opportunity to reach people from various ethnic and cultural backgrounds. We bring food vendors, famous musicians, and celebrities from all over Latin America. We are confident that as a sponsor you will have more marketing power reaching all Latin communities in the Chicago land area. In conjunction with our partners from local radio stations, television stations, and newspapers we will launch a massive promotion featuring our schedule of events and celebrities three weeks prior to the event. This promotion will reach all of the metropolitan area persuading Latin American Families to come and take advantage of everything our sponsors have prepared.

The Cinco de Mayo event is a perfect way to promote your product and business. Don't miss out on the limited sponsorship opportunities and become part of an event that each year breaks all ethnic barriers, **Cinco de Mayo**.

Exclusive Sponsor

\$25,000

As an **Exclusive Sponsor**, your company will be the only one in its product or service category, (i.e. soft drink, fast-food restaurant, telecommunications company, etc.), licensed to participate in the **2018 Cinco de Mayo Festivities**. As an Exclusive Sponsor your company will receive:

- **Designation as the Exclusive Sponsor of the event in your business; product or service category**
- **Company name and logo incorporated into all event advertising and promotional purposes, including:**
 - **Prominently displayed on 10,000 posters (Deadline: April 14th, 2018)**
 - **Prominently displayed on 500 Banners in Hispanic key locations (Deadline: April 14th, 2018)**
 - **Prominently displayed on 150,000 postcard (Deadline: April 14th, 2018)**
 - **All print advertising (as permitted)**
- **Live mention of your Exclusive Sponsorship at all Cinco de Mayo Events.**
- **½-page full color ad in the Official Event Program.**
- **Logo and link to sponsor's website prominently displayed on Event website.**
- **Company name mentioned in all radio and TV spots for event (as permitted).**
- **Company name mentioned in all publicity (i.e. Television, Newspapers, Magazines etc.) for event (as permitted).**
- **One 8ft x 3ft banner on Main Stage at event with prominent placement (sponsor to provide).**
- **Prominent placement of your company's banner at all Cinco de Mayo events. (Sponsor to provide).**
- **Two 10ft x 20ft booths or four 10ft x 10ft booths at the event.**
- **4 - 8ft Table and 8-Chairs.**
- **One large banner at sponsor's booth (sponsor to provide).**
- **Company name/logo on banners placed around event site (sponsor to provide banners).**
- **Logo inclusion on event t-shirt (if applicable).**
- **One (1) Table of Ten (10) at the Scholarship Banquet and the VIP Breakfast.**
- **Ten (10) VIP Parking Spaces at Festival Site.**
- **Admission for one (1) float or Eight (8) company vehicles into the 2018 Cinco de Mayo Parade, with prominent placement.**



HOLD HARMLESS AGREEMENT

The undersigned agrees to participate in the 2018 Cinco de Mayo Parade to be held May 6th 2018 in Chicago, IL. We agree to cooperate in every way possible and to abide by the established rules in order to insure the safety and success of the parade.

The 2018 Cinco de Mayo Committee shall not be responsible and/or held liable for the property of participants from theft, damage by fire, water, accidents and/or other causes of injuries.

It is hereby understood and agreed that the above organization, business, corporation, and/or individual (s) shall not hold the officers, members, agents, volunteers and/or employees of Cinco de Mayo, Casa Puebla, Cermak Road Chamber of Commerce & Ind., City of Chicago, and/or Sponsors of the event responsible for any and all liability, suit, destruction, injury, and/or claims caused by them, their volunteers and/or to volunteers, participants and/or spectators.

Signature: _____ **Date:** _____

Applications should be returned to Cinco de Mayo Parade; c/o Parade Committee to the E-mail below:

casapuebla@gmail.com

If you have any questions about the parade, please call (312) 767-1257.