

12th Annual

Clasico de las Americas

Charrería against Cancer

SPONSORSHIP PROPOSAL 2022



www.clasicodelasamericas.com



JOIN
US ON THE
FIGHT

About the Event

The 12th Annual Charro Championship, “Clasico de las Americas” Charrería against cancer is a championship event that helps other organizations in the fight against cancer and terminal illness. It brings the Hispanic Community together in support and awareness against cancer while enjoying the family oriented heritage equestrian sport of Charrería (Mexican Rodeo)

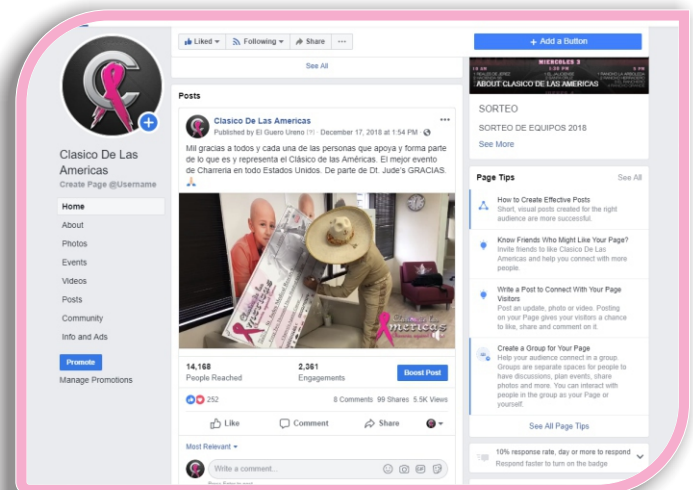


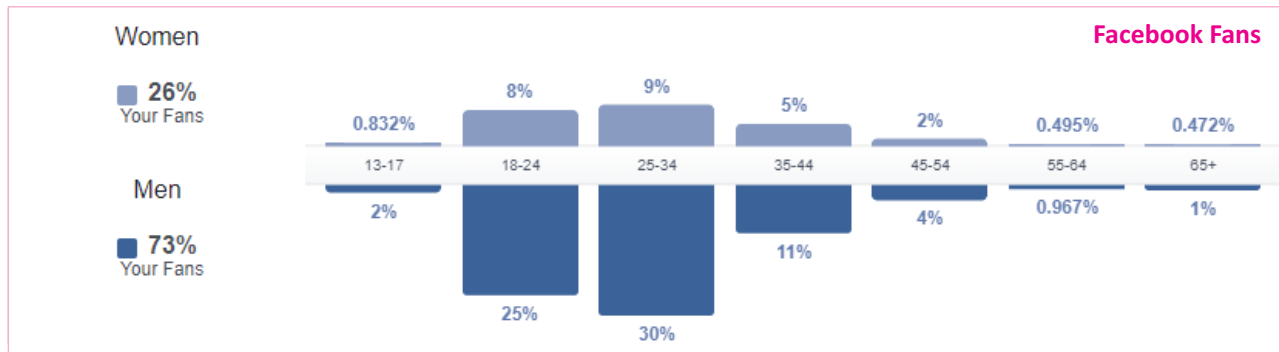
Most of us are familiar with the devastating impact that terminal illnesses, such as cancer, can have on patients and family members, relatives and friends. As a part of a Hispanic Western Culture that promotes strength through family unity, we have chosen to organize The 12th Annual Charro Championship, “Clasico de las Americas” Charrería against cancer. It will take place Sep. 27th to Oct. 2nd. at the Pico Rivera Sports Arena. Proceeds will benefit St. Jude Children’s Research Hospital which specialize in the prevention, treatment and cure of childhood cancer and other life-threatening diseases.

Media Reach

The event provides wide exposure through a variety of media outlets and marketing channels. Below is a Basic guide of the types of advertising, public and community relations opportunities available for our sponsors.

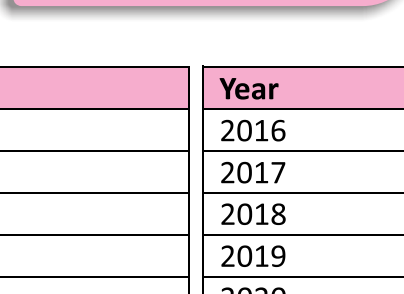
Event	Reach
Competitors	800
Attendance	10,000
Facebook	
@clasicodelasamericas	13,625 followers
@picoriverasportsarena	111,286 followers
@ranchohennessy	4,100 followers
Instagram	
@clasico_de_las_americas	21,000 followers
@pico_rivera_sportsarena	143,000 followers
@ranchohennessy	17,800 followers
Snapchat Filter	
Sponsor by	84,400 views





Contributions

Our event proceeds are donated to a third party organization whose sole purpose is to help families battling cancer and terminal illness. Join the fight today.



Year	Amount	Year	Amount
2010	\$3,700.00	2016	\$20,275.00
2011	\$4,500.00	2017	\$41,341.00
2012	\$5,600.00	2018	\$42,368.00
2013	\$10,500.00	2019	\$44,235.00
2014	\$11,250.00	2020	\$0 COVID- YEAR
2015	\$13,150.00	2021	\$46,350.00



Gold Sponsor \$5,000 –

- Up to Qty: 3, 3'X6' Sponsor banner signs, 1 inside arena and 2 outside in public areas provided by sponsor
- Announcements made during event
- Advertised in tickets (Online only)
- Advertised on event flyers and Posters
- Video Advertisements (Up to 10 per day)
- 4 VIP tickets every day of the event
- 4 general admission tickets per day
- Official event Hat
- Ad on www.clasicodelasamericas.com with a link from our website to yours.
- LIVE Ad's during event LIVE transmissions.

Silver Sponsor \$3,000 –

- 3'x6' company provided sign inside the arena
- Announcement made for business during event
- Advertised in flyers and posters
- 2 VIP tickets every day of the event
- 4 general admission tickets per day
- Official event Hat
- Ad on our website with a link from our website to yours
- LIVE Ad's during event LIVE transmissions.

Bronze Sponsor \$1,200 –

- 3'x6' company provided sign inside arena
- PA Announcements made during the event
- Advertised on event flyers and posters
- 4 general admission tickets per day
- Official event Hat

Booth 10'X10' \$1,200 –

- Booth inside venue
- 3'x6' company provided sign outside arena (\$100 fee if provided by event)

Arena Sign \$600 –

- 3'x6' company provided sign inside arena (\$100 fee if provided by event)
- PA Announcements made during the event
- Advertised on event flyers and posters



Digital Marketing Program \$450 - for a 1 Year Subscription

- Digital Marketing Space. Up to 10 Locations Available Find out more! (See pg. 6)



Sponsorship Opportunities

Our goal is to make a positive impact on the devastation terminal illness causes to families as well as promote our Hispanic Heritage and your contribution brings us that much closer to making our goals achievable. Our contributing partners are crucial to the continuing success of our event. Please join us, so we may all reach our goals together.

Sponsorship Acceptance Form

Organization name: _____

Contact name: _____

Position: _____

Email: _____

Postal address: _____

Phone: _____

Fax: _____

I would like to sponsor the following tier

- ☐ Gold Sponsor (\$5,000)
- ☐ Silver Sponsor (\$3,000)
- ☐ Bronze Sponsor (\$1,200)
- ☐ Booth 10'x10' (\$1,200)
- ☐ Arena Sign (\$600)
- ☐ Marketing Program (\$450) for a 1 year subscription



Make checks payable to **CLASICO DE LAS AMERICAS**
501(c)(3) Application pending, EIN 83-0868311 Consult your tax advisor.

Sponsor Signature

Date

Clasico Representative

Date

10473 58TH St.
Mira Loma Ca. 91752

For more information, please call (909) 489-1470 or email info@clasicodelasamericas

SEE NEXT PAGE FOR ADDITIONAL MARKETING OPORTUNITIES

www.clasicodelasamericas.com



DIGITAL MARKETING PROGRAM



How the Digital Program Works

No monthly fees. One time payment of \$450 for a 1 Year Subscription to the Clasico de las Americas Digital Marketing Program. A network group of Business owners with witten consent to place TV Monitors in their place of business for a determined period of time, We run Ads, News fees and updates of events, Giving the sponsor, more outlets to reach more potential customers. Don't miss out on this great opportunity to expose your brand or products. Need more info? We offer free consultations. Give us a call to enroll today!

EDUCATE VISITORS

Efficiently inform your visitors of important information

PROMOTE PRODUCTS

Let visitors know about products and services you offer.

DRIVE ONLINE REVIEWS

We'll ask your customers to leave reviews, so you don't have to.

INCREASE REFERRALS

Ask for referrals while providing incentives and education.

RETAIN CUSTOMERS

Show your customers or patients the importance of return visits

INCREASE FOLLOWERS

Promote social profiles at the time visitors are most likely to follow.

IMPROVE EXPERIENCE

Make wait times more pleasant with exciting and helpful content.

ENTERTAIN VISITORS

Happy visitors tend to return. Make visits more enjoyable.

What is Digital Marketing

Conventional Printing Ads and Informational banner or the media like those have already been replaced as digital signage significantly and growing production and distribution of content throng the visual digital system has become the most efficient marketing strategy for enterprises and organizations in the view of selling more, offering a better service. You don't need much explanation on what interactive content can bring to your business, however, for a novice Digital Marketing is Taking over corporate and business in the 21st century, interactive content is designed to capture up to 10 Available locations to choose from.