



**7th Annual
Salvadorian Independence Festival**

September 09, 2012 Montgomery County Fair Grounds
10:00am to 9:00pm

www.festivalsalvadorenos.com



www.festivalsalvadoreno.com

7th Annual Grand Celebration Salvadorian Independence Festival

Will be held at the Montgomery County Fairgrounds for the weekend of September 09, 2011.

The festival will coincide with Hispanic Heritage Month and feature a rich display of traditional food, music and culture.

Based on last year's success, more than 25,000 people will congregate to support and enjoy the official independence festivities and its featured star performers.

The "VII Salvadorian Independence Festival" (VII Festival Salvadoreño) will be this year's main venue for organizations and companies to reach thousands of Salvadorians, Central Americans and Latino families from around the globe, conveniently, and cost effectively in one place - at one time



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Connect with The Washington Metropolitan Region's Hispanic Market

The Salvadorian Festival will include a live sound stage featuring acts by well known Salvadorian artists and performers.

A "Kid zone" play area is planned from 12-6 pm with clowns and music and ensures this event to be a family fun experience.

The Salvadorian Festival represents the premier opportunity to involve every business, from the largest corporation, to the smallest local shops, to show their products/services to the growing Hispanic Market in the DC Metropolitan area.

Don't miss this great opportunity to showcase your brand or business to more than 25,000 hispanics at a single event!



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7th Annual Grand Celebration Salvadorian Independence Festival

Featuring the best performers:

- * Alvaro Torres
- * Orquesta Hermanos Flores
- * Marito Rivera
- * La Makina
- * Los Cocodrilos
- * Las Baby Swing
- * La Tenchis Celiber

and much more !!!





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Official Sponsor/Presenter of The 7th Annual Salvadorian Independence Festival

Platinum Level Sponsorship

\$25,000

- (Your company name) Presents the 6th Annual Salvadorian Independence Festival
- Corporate Representative to introduce headline act
- Logo on website @www.festivalsalvadoreno.com
- Logo on TV Advertisement 4 weeks air time
- Radio Advertisement: air promotions 4 weeks
- 1 (one) On-Air Radio appearance at your place of business for live ticket giveaway promotion (25 tickets)
- Logo on Print Advertisement in El Tiempo Latino (4) 1/2 pgs, 1 full pg promoting the festival
- (Your company name) Presents the 6th annual Salvadorian Independence Festival
- Logo featured on Festival Map in El Tiempo Latino's Supplement Guide
- Logo on Giant Banner at Main Entrance & throughout Montgomery County Fairgrounds
- Prominent Stage Signage
- Two Full Pgs., Full Color ad in Festival Guide:
 - Back Cover location & Page 5 placement to be distributed in El Tiempo Latino & Day of Festival
 - Prominently visible Front Page logo in Festival Guide to be distributed in El Tiempo Latino as well as on day of Festival (given at the entrance)
- 2 10x10 tented booth spaces with table & chairs in prominent location
- Every 1/2 hour brand mention from the stage
- Logo on Poster & Flyers
- 20 VIP tickets & 30 general admission tickets, 5 VIP Parking Passes



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Gold Sponsorship \$15,000

- TV advertisement-Univision & Telefutura: 3 weeks air time
- Radio Announcement on air promotions 3 weeks
- 100 sponsorship mentions on Radio advertising
- Logo featured on Festival Map in El Tiempo Latino's Festival Guide
- Logo on Front Cover of Festival Guide to be distributed in El Tiempo Latino & at the entrance of the festival
- Logo on print Advertisement in El Tiempo Latino 4 1/2 pgs., 1 full pg
- (1) 10x10 tented booth space with table & chairs in prominent location
- Every 1 hour brand mention from stage
- Logo on Giant Banner at Main Entrance & throughout the fairgrounds
- Stage signage
- 10 VIP tickets & 10 General admission tickets, 2 VIP parking Passes
- One Full pg. Full Color ad in Festival Guide to be distributed in El Tiempo Latino & Day of Festival
- Logo on Poster & Flyers
- Access for 5 people to VIP area (Food and drinks provided)
- Logo on website www.festivalsalvadoreno.com



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Silver Sponsorship

\$10,000

- TV advertisement-Univision, Telefutera: 2 weeks air time
- 100 Announcements on Radio advertising
- Logo on Print Advertisement announcing Festival in El Tiempo Latino- 4 1/2 pg. & 1 Full Pg
- Logo on Cover of Festival Guide to be distributed in El Tiempo Latino as well on day of Festival
- 1 full pg. ad in Festival Guide to be distributed in El Tiempo Latino & Day of festival
- Logo featured on festival Map in El Tiempo's Latino Festival Guide
- Every 2 hour brand mentions from stage
- Banner on Stage
- Logo on Giant Banner at Main Entrance & Throughout Fairgrounds
- 10x10 tended booth space with table & chairs in prominent location
- 5 VIP tickets, 5 General admission tickets & 1 VIP Parking Pass
- Access for 3 people to VIP Area (Food and drinks provided)
- Logo on website www.festivalsalvadoreno.com
- Logo on Posters & Flyers promoting the festival, distributed throughout The Washington Metropolitan Area



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Diamond Sponsorship \$5,000

- Logo in ad promoting festival in El Tiempo Latino 4 1/2 pgs, 1 Full Pg
- 1/4 pg. ad in Festival guide to be distributed in El Tiempo Latino & day of Festival
- Logo featured on Festival Map in El Tiempo Latino's Festival Guide
- 4 brand mentions from stage
- (1) 10x10 tented booth space with table & Chairs in prominent location



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Ruby Sponsorship \$3,000

- Logo in ad promoting festival in El Tiempo Latino 4 1/2 pgs., 1 Full Pg
- 2x2 ad in Festival Guide to be distributed in El Tiempo Latino & day of Festival
- (1) 10x10 tented booth space with table & chairs in prominent location



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Kid's Zone Sponsorship \$7,000

A mini festival within the festival itself, the Kid's Zone has been enormously successful entertaining families with young children. Dancing, games and music, costumed characters, prizes and family oriented fun have highlighted this popular feature since it's inception two years ago. The ever popular clowns and activities offered are consistently revisited by festival goers.

- Sponsorship of the Kid's Zone Area
- TV advertisement-Univision, Telefutura: 4 weeks air time
- Prominent signage at entrance to Kid Zone
- Logo on 4 1/2 Pg ads in El Tiempo Latino promoting event
- 2 weeks of radio mention on El Zol 99.1FM
- Logo on Posters & Flyers promoting the event
- 1/2 Page ad in Festival Guide
- 1 brand mention every 2 hours from stage PA
- 1 (one) 10x10 booth at Kid's Zone inc table & chairs
- 4 VIP tickets & 4 VIP Parking Passes
- Logo on web site www.festivalsalvadoreno.com