

SPONSORSHIP OPPORTUNITIES

A large, stylized logo for the 31st Anniversary of Cinco de Mayo. The logo is contained within a decorative, scalloped border. At the top, it says "31ST ANNIVERSARY" in a bold, sans-serif font. Below that, the word "CINCO" is written in a large, ornate, serif font. Underneath "CINCO" is the word "DE" in a smaller, bold, sans-serif font, flanked by decorative floral and diamond symbols. Below "DE" is the word "MAYO" in the same large, ornate, serif font as "CINCO". At the bottom, it says "MAY 5TH - 6TH * DENVER, CO" in a bold, sans-serif font. The entire logo is set against a white background with a light blue border.

PRESENTED BY NEWSED COMMUNITY DEVELOPMENT CORPORATION



PRESENTING 31ST ANNUAL CINCO DE MAYO FESTIVAL + THE BEST CULTURAL MARKETING OPPORTUNITY OF 2018!

Like most great events the Denver Cinco de Mayo Festival started small. With humble beginnings, consistency and longevity it has grown to become the largest 2-day cultural event in the country attracting 400,000 + festival attendees each year. Cinco de Mayo is family oriented with special attractions, live musical acts and the most delicious Mexican cuisine Colorado has to offer. The festival attracts ongoing national media coverage through outlets such as MSNBC.com, KUSA, the Los Angeles Times and the Associated Press.

WHO DOES THE CINCO DE MAYO FESTIVAL SUPPORT?

The Cinco de Mayo Denver event started in 1988 as a neighborhood street fair to showcase Mexican heritage while promoting the economic turnaround of the neighborhoods along the Santa Fe Drive corridor. By 1995, the festival had outgrown its location and moved a few blocks to Denver's Historic Civic Center Park where it took its place among Colorado's top four outdoor food and entertainment events. Although the event attracts approximately 70% Hispanic attendees, a large cross section of the community is represented. Due to this, the event receives greater visibility through English and Spanish media outlets. NEWS ED Community Development Corporation was founded in 1973. Its mission is, to promote and develop economic, housing, arts and cultural, and community programs that increase income and education levels, and political engagement of Denver-area residents. Visit Newsed.org to learn more.

WHAT DOES CINCO DE MAYO CELEBRATE?

Historically the Cinco de Mayo holiday commemorates the victory of a heroic people and their struggle for freedom. On May 5, 1862 the outnumbered town of Puebla, Mexico defeated French forces which fueled the momentum and national confidence to ultimately drive foreign power completely from the country. Today in areas of Mexico and the United States this recognition and celebration of culture and freedom resonates as these values apply to everyone.

WHAT IS THE MARKETING + ROI OPPORTUNITY FOR MY COMPANY?

As of July 1st, 2016, the total Hispanic/Latino population in the United States reached 57.5 million people, constituting 17.8 percent of the total population, according to the United States Census Bureau (USCB). As of today, people of Hispanic/Latino origin makeup the nation's largest ethnic or racial minority. The USCB also reports that, over half of the total U.S. population added between July 1st, 2015 and July 1st, 2016 were Hispanic. In Colorado alone, the Hispanic/Latino community makes up 21.3% of the total population; making it the second largest ethnic group in the state.

According to Statista, a New York city based statistics portal, the calculated increase of purchasing power of Hispanic/Latino people increased to 1.7 trillion in 2017. A significant jump from 2010 where it was calculated to be sitting at 1 trillion. Simply put, companies who become more visible and accessible to this consumer will achieve more long-term success than those who do not. In a Forbes article from 2013, that spoke on this increasing Hispanic/Latino presence, the main focus was that "... culture is the new universal language in America."

The Denver Cinco de Mayo Festival is the largest cultural event in Colorado. As a sponsor, you will be exposing your company's presence through an investment that both support a nonprofit organization that serves the Hispanic community and will receive the best return on your investment to this growing population and economy.

ADVERTISING + PROMOTIONS

Promotion of the Cinco de Mayo event requires a diverse advertising and marketing campaign. Over 1,000,000 media impressions will be realized daily several weeks prior to the 2017 event, utilizing a combination of print, electronic and other media marketing tools. Our powerful advertising/marketing campaign is valued at well over \$300,000 annually and will ensure that your involvement as a sponsor will generate wide exposure for your company on many different levels during the course of the advertising campaign.

TO BECOME A SPONSOR, CONTACT:

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MAIN FESTIVAL SPONSORSHIP OPPORTUNITIES

The following chart outlines the five main levels of sponsorship that offer the best visibility and branding opportunities for your company. Of course, any level is customizable. Also available either a la carte or by themselves are various stage sponsorship opportunities. The Cinco de Mayo features three stages that are all very popular and filled with live performances all hours of the festival.

CATEGORY EXCLUSIVITY

PRINT

	Official Sponsor \$27K	Primer Sponsor \$22K	Grand Sponsor \$17K	Major Sponsor \$12K	Supporting Sponsor \$7K
Company logo placement on all promotional palm cards (front)	●				
Company logo placement on all promotional palm cards (back)	●				
Company name placement on all promotional palm cards (back)				●	
Company logo included in official event guide (large)	●	●			
Company logo included in official event guide (small)			●	●	
Company name placement in official event guide					●
Company logo placement on all promotional posters (large)	●				
Company logo placement on all promotional posters (small)		●			
Company name placement on all promotional posters			●	●	
Company logo placement on all bus shelter advertisements and/or billboards when available (large)	●				
Company name on all bus shelter advertisements and/or billboards when available		●			
Company logo included in all print advertisements in newspapers and magazines	●	●			
Company name included in all print advertisements in newspapers and magazines			●	●	

MEDIA/EMAIL/WEBSITE

Logo placement on event producer social media posts	●	●	●	●	●
Email marketing company logo placement with hyperlink to website through Constant Contact	5	4	3	2	1
Front page website logo placement with hyperlink on official website (CincodeMayoDenver.com)	●				
Company logo with hyperlink on the official website sponsor page (CincodeMayoDenver.com)	●	●	●	●	●
Company name included as a sponsor in all press releases and media kits	●	●	●	●	
Company logo included in all television advertising	●				
Company name mention in select radio advertising	●	●			

T-SHIRTS

Large logo placement on staff t-shirts	●				
Small logo placement on staff t-shirt		●			
Company name placement on staff t-shirts			●		

TICKETS

VIP passes to the sponsor hospitality area	26	20	16	10	6
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ONSITE

Premium exhibit space of any size, including tent awning, 1 table & 2 chairs if needed	●				
1 10' X 10' exhibit booth space in premium location, including tent awning, 1 table & 2 chairs		●	●	●	
1 10' X 10' exhibit booth space in premium location, includes tent only					●
Signs/banners throughout the event site (provided by sponsor, placement at discretion of festival)	10	8	6	4	2
Company banner placement on three entertainment stages, (placement at discretion of festival)	●				
Company banner placement on two entertainment stages, (placement at discretion of festival)		●			
Company banner placement on one entertainment stage, (placement at discretion of festival)			●	●	
Stage announcements from all three entertainment stages promoting sponsor 3x a day	●				
Stage announcements from main stage promoting sponsor 3x a day		●			
Stage announcements from local stage promoting sponsor 3x a day			●		
Stage announcements from community stage promoting sponsor 3x a day				●	
Right to use 2016 Cinco de Mayo Festival name and artwork for your promotional advertising	●	●	●	●	●

MAIN STAGE SPONSOR OPPORTUNITIES

Featuring national, regional, youth and local musical acts and dance performances.

MAIN STAGE - OFFICIAL SPONSOR

Fee - \$10,000 Includes;

- Announcements 10x a day as official main stage sponsor
- 5 Banner placements - 3 at stage & 2 within event site (banners provided by sponsor)
- 3 Custom posts on social media sites, Facebook & Twitter
- 2 Emails marketing company logo placement with link to website through Constant Contact
- Front page website hyper-linked logo placement on official festival website (CincodemayoDenver.com)
- Company name included as a sponsor in all press releases and media kits
- 12 VIP passes to the sponsor hospitality area

MAIN STAGE - MAJOR SPONSOR

Fee - \$5,000 Includes;

- Announcements 5x a day a major main stage sponsor
- 2 Banner placements - 1 at stage & 1 within event site (banners provided by sponsor)
- 1 Custom posts on social media sites, Facebook & Twitter
- 1 Emails marketing company logo placement with link to website through Constant Contact
- Sponsor page hyper-linked logo placement on official festival website (CincodemayoDenver.com)
- Company name included as a sponsor in all press releases and media kits
- 6 VIP passes to the sponsor hospitality area

MAIN STAGE - SUPPORTING SPONSOR

Fee - \$2,000 includes;

- Announcements 2x a day as official main stage sponsor
- 1 Banner placements - 1 at stage (banner provided by sponsor)
- 1 Emails marketing company logo placement with link to website through Constant Contact
- Sponsor page hyper-linked logo placement on official festival website (CincodemayoDenver.com)
- Company name included as a sponsor in all press releases and media kits
- 2 VIP passes to the sponsor hospitality area

LOCAL STAGE SPONSOR OPPORTUNITIES

Featuring local musical acts and interactive dance performances.

Fee - \$3,000 Includes:

- Announcements 6x a day per day as official local stage sponsor
- 2 Banners placements at local stage (banners provided by sponsor)
- 1 Custom post on social media sites, Facebook & Twitter
- Hyper-linked logo on sponsor page on official website (CincodemayoDenver.com)
- Company name included as a sponsor in all press releases and media kits
- 6 VIP passes to the sponsor hospitality area



CHILDREN'S CARNIVAL SPONSOR OPPORTUNITIES

One of the main event components located near the Denver Post building off of Colfax & Broadway.

Features rides for youth and adults.

Fee - \$2,000 Includes:

- 6 banners within carnival attached to surrounding fence (banners provided by sponsor)
- Hyper-linked logo on sponsor page on official website (CincodemayoDenver.com)
- Company name included as a sponsor in all press releases and media kits
- 4 VIP passes to the sponsor hospitality area



NEWS ED

Community Development Corporation

OTHER ANNUAL EVENTS SPONSORSHIP OPPORTUNITIES

NEWS ED conducts a series of events throughout the year that your company can combine with a Cinco de Mayo Sponsorship. These events take place within Denver and are either music related or culturally based. Below is description of all available opportunities and brief level descriptions.

We invite you to consider these events to maximize your sponsorship outreach and dollars. Pairing one of the below sponsorships with a Cinco de Mayo sponsorship will earn you a 5% discount on your overall commitment, certain restrictions apply.

CIVIL RIGHTS AWARD GALA

Every year, NEWS ED celebrates its success with a gala event called the Civil Rights Awards (CRA). CRA brings various NEWS ED supporters and members of the community together for an evening to prestigiously recognize individuals and community organizations that have made significant social difference through activism, sacrifice and dedication to an ever-changing civil rights movement.

\$5,000

- Full page advertisement in CRA event guide
- Logo placement in slideshow
- Logo placement on event website with link to business website
- Banner placement at event in ballroom (banner provided by sponsor)
- Company marketing materials at table place settings (materials provided by sponsor)
- Four Tables (10 seats/table)

\$2,500

- 1/2 page advertisement in CRA event guide
- Logo placement in slideshow
- Logo placement on event website with link to business website
- Banner placement at event registration table (banner provided by sponsor)
- One Table (10 seats/table)

FIRST FRIDAYS

In the middle of Denver's Santa Fe Arts District sits a nondescript 10,000 sq ft parking lot that's swarming on First Fridays, attracting 2,000 to 3,000 visitor. In Denver more people attend a single First Friday event than the Denver Art Museum receives in an entire month. It is a unique marketing opportunity for companies to take part in. We invite your company to join us this summer for a series of activations from June through September.

Everything Sponsor \$4000 - All Dates

- Hyperlink Logo Placement on NEWS ED.org website promoting company as event sponsor
- Facebook posts prior to each event promoting sponsoring company
- Constant Contact logo inclusion in e-newsletter promotions prior to each event
- Palmcard Logo Placement distributed throughout Art District prior to each event
- Stage Announcements thanking sponsoring company for sponsorship at each event
- Ability to distribute out sponsoring company Promotional Material at each event in seating area
- Banner Placement at Bar during event, banners supplied by sponsor

Bar Sponsor - \$1000 - (Per Date)

- Hyperlink Logo Placement on NEWS ED.org website promoting company as event sponsor
- Facebook posts prior to each event promoting sponsoring company
- Constant Contact logo inclusion in e-newsletter promotions prior to each event
- Stage Announcements thanking sponsoring company for sponsorship at each event
- Banner Placement at Bar during event, banners supplied by sponsor

Music Sponsor - \$500 (Per Date)

- Hyperlink Logo Placement on NEWS ED.org website promoting company as event sponsor
- Stage Announcements thanking sponsoring company for sponsorship at each event
- Ability to distribute out sponsoring company Promotional Material at each event in seating area
- Banner Placement on Stage during event, banners supplied by sponsor

Seating Sponsor - \$300 (Per Date)

- Hyperlink Logo Placement on NEWS ED.org website promoting company as event sponsor
- Stage Announcements thanking sponsoring company for sponsorship at each event
- Ability to distribute out sponsoring company Promotional Material at each event in seating area

LUMINARIAS DE SANTA FE

Celebrating the beauty and tradition of the holiday season this free family event is becoming one of the fastest growing holiday attractions in Denver. Much like the holiday lighting of the Denver City and County building or the Parade of Lights – Luminarias de Santa Fe Drive takes on a life of its own with numerous blocks of brightly glowing luminarias, carolers spreading holiday cheer, mariachis, Santa Claus, Aztec dancers, and more.

Supporting Sponsor

Fee: \$1,000

- 3 banner placements at each public luminaria making station along the Santa Fe Drive corridor (banners provided by sponsor)
- Hyper-linked logo on sponsor page on NEWS ED event page (Newsed.org/events)
- Company name included as a sponsor in all press releases and media kits



DEMOGRAPHIC OVERVIEW

2017 ATTENDANCE

300,000



HOW DID YOU LEARN ABOUT US?

- Attend annually **27%**
- Television **24%**
- Other **35%**
- Word of mouth **11%**
- Radio **9%**
- Newspaper **7%**
- Online/ Viral **2.1%**
- Billboards **2.1%**

WHY DO YOU ATTEND CINCO DE MAYO?

- Entertainment **64%**
- Food **61%**
- Vendors **46%**
- Children's Activities **29%**
- Other **13%**
- Passing By **12%**

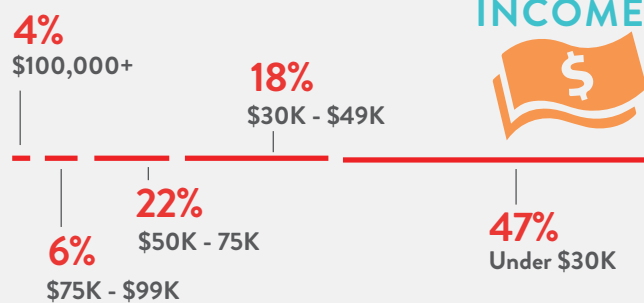
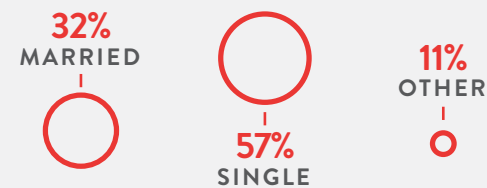


GENDER



PEOPLE PER HOUSEHOLD: **3.6**

MARITAL STATUS



ETHNICITY

- 57% Hispanic or Latino
- 17% White
- 12% Black/African American
- 7% Other or Multi-racial
- 4% American Indian/Alaska Native
- 3% Asian

AGE

- 3% UNDER 18
- 1% 18-24
- 22% 25-35
- 14% 35-44
- 26% 45-54
- 17% 55-64
- 11% 65+

DID YOU ATTEND IN 2016?

- YES **66%**
- NO **28%**

TELEVISION

Cinco de Mayo's official television sponsors; KUSA station 9 News and Telemundo, ran a total of 500 event promos. In addition, they produced several on site telecasts before and during the event. Cinco de Mayo was also featured on Colorado and Company with Denise Plante for a special promotion. Other stations ran Cinco de Mayo related reports over the weekend as well. 9News reporters Jonathan Gonzalez and Victoria Sanchez emceed the Cinco de Mayo Parade and did a wonderful job. The following are links to the televised advertising spots;

[9News English](#) / [9News Spanish](#) / [Telemundo commercial](#)

RADIO

La Invasora 87.7 – Spanish Language - La Invasora 87.7 and their associated Spanish language television station Canal 44 produced a total of 600 prerecorded and live promos. They also ran 1000 slide promos on La Invasora TV, Channel 26.5. Their radio talent did a great job emceeing the main stage on Sunday May 8th. La Invasora also produced an inaugural auxiliary event - The Quinceañera Fashion Show which took place on the Contest Stage on Saturday, May 6th.

La Jota Mexicana - Spanish Language - La Jota Mexicana provided radio and social media promotion on their La Familia Broadcasting formats. They also arranged and produced the main stage talent line up on May 6th.

Entercom Denver Radio Stations - KSI107.5 and Comedy 103.1 - Entercom Denver stations ran up to 550 live or prerecorded promos. Both stations were present at the event located on Broadway between Colfax and 14th Avenue.

Max Media station - Jammin 101.5 - Jammin 101.5 was in full force this year with the 7th Annual Chihuahua Races. Over 120 dogs were registered and hundreds of people showed up to see all the cuteness on Sunday. The event was emceed by DJ Slim. Following the races DJ Slim also emceed the 5th Annual Taco Eating Contest which was a big hit. Taco Eating Contest was sponsored by local restaurant Que Bueno Mexican Grille.

Community Radio Station - Jazz 89 KUVO - KUVO ran 50 prerecorded promos and was present at the event. KUVO is a long-time supporter of the Cinco de Mayo event and various community festivals.

LatinLifeDenver - LLD ran a multifaceted advertising campaign which included online advertisement, featured articles, web radio commercial spots, live interviews, pre-recorded promos and inclusion in their e-newsletter. LLD also provided photography for the event.

2017 MEDIA COVERAGE

INTERNET COVERAGE + WEBSITE VIEWS

The CincodeMayoDenver.com website received an approximate 45,000 original visits and 70,000 page views leading up to the weekend of May 6th and 7th. Google search engine lists CincodeMayoDenver.com on the first page via a general search of the words "Cinco de Mayo in Denver". Google also lists the event as #1 on the list behind Wikipedia for a general word search of "Cinco de Mayo". The CincodeMayoDenver.com website was routinely touted as the #1 place for any and all information related to the event.

Other online shout outs promoting the Cinco de Mayo Festival;



[Visit Denver](#)

[Denver Post](#)

[Denver Ear](#)

[Westword](#)

[Denver Gov](#)

[Mile High on The Cheap](#)

[Travel Host](#)

[NBC](#)

[The Know](#)

[CBS](#)

[Denver 7 News](#)

[Stapleton Denver](#)

[Latin Life Denver](#)

[Colorado Community](#)

[Comedy 103.1](#)



NEWSPAPER + MAGAZINE

Many print media sponsors provided either advertising space or featured articles. These companies and their contributions included;

The Denver Post - provided 120" total column inches for ad placements. In addition they prominently featured the event in articles both printed and online. See the links above.

La Voz Bilingue - provided various 1/4, 1/8, 1/2, and full page posts featuring Cinco de Mayo, Parade and general promotion ads in April and May. La Voz also provided post event coverage with a beautiful full page, full color report with photos;

El Comercio Colorado - provided two full page ads in the weeks leading up to the event.

POSTERS

500 8.5" x 14" full color, printed and distributed throughout the Denver Metro and Aurora areas. The posters were also distributed through Tecate delivery stops at bars and liquor stores.

PALM CARDS

5,000 4" x 6" full color, double sided, printed and distributed throughout the Denver Metro and Aurora areas. A fourth of the palm cards were individually distributed to the crowds during Opening Day for the Colorado Rockies.

EVENT GUIDES

10,000 fold out, full color, double sided, printed and distributed during the event and available at beverage stands. The event guide was also available for download on the CincodeMayoDenver.com website 2 weeks prior to the event.

E-NEWSLETTER

A Cinco de Mayo featured e-newsletter was sent out to NEWSSED's database 4 times prior to the event through Constant Contact reaching approximately 7,000 emails.

PRESS RELEASES

A press release was sent out 2 weeks prior to the event to NEWSSED's media contact list which alerts over 250 outlets throughout and outside of Colorado. The press release was also available for download to the media on CincodeMayoDenver.com.



“We have been involved with the event since 2008 and have seen it grow over the past several years. It’s a great opportunity for Heineken USA and our distributor Coors Distributing Company to partner with a great community organization as Newsed and gives our unique family of brands the opportunity connect with our consumers in the market place.”

- MARKET MANAGER, TECATE AND HEINEKEN USA

FACEBOOK + TWITTER

Facebook updates occurred regularly throughout the month of April and before the event in May. Page “Likes” increased again over last year, currently the Cinco de Mayo “Celebrate Culture” Festival page has more than 3,000 likes. Facebook was used continuously to promote the event through video postings, logo placements, event features, volunteer recruitment and more. Facebook posts were also linked to Twitter @Cincodemayoden which also followed all sponsor Twitter accounts.

WORD OF MOUTH

As evident by the number of return visitors, the Cinco de Mayo Festival has become popular by word of mouth. There are many factors that contribute to building “word of mouth” including; longevity, affordability for families, variety of vendors both food and non-food, a strong entertainment component and a variety of unique festival features like a carnival, low rider car show, special sponsor attractions and more.

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