



Cinco *de* Mayo

May 6-7, 2023

10am - 8pm • Civic Center Park



2023 Sponsorship Opportunities

Presented by NEWSERD Community Development Corporation



PRESENTING 34TH ANNUAL CINCO DE MAYO FESTIVAL & THE LARGEST CULTURAL MARKETING OPPORTUNITY OF 2023!

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.

NEWSED Community Development Corporation was founded in 1973. Its mission is to promote the economic success of underserved populations in the seven-county Denver metro area through community development with a focus on affordable housing, small businesses and asset creation. 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, 2019, the total Hispanic/Latino population in the United States reached 62.1 million people, constituting 18.7% of the total population, according to the United States Census Bureau (USCB). As of today, people of Hispanic/Latino origin make up the nation's largest ethnic or racial minority. In Colorado alone, the Hispanic/Latino community makes up 21.8% of the total population; making it the second largest ethnic group in the state.

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 2023 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:

Jessica Franklin
NEWSED Development Director

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720-635-7884

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Denver, CO 80204

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.

	Official Sponsor \$29K	Premier Sponsor \$24K	Grand Sponsor \$19K	Major Sponsor \$14K	Supporting Sponsor \$9K
PRINT					
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	●				
Company name on all bus shelter advertisements		●			
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 logo included in official digital event guide				●	
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					
	24	18	16	10	6
ONSITE					
Premium exhibit space of any size, including tent awning, 1 table & 2 chairs if needed	●				
TWO 10'X10' exhibit booth spaces in premium location, including tent awning, 1 table & 2 chairs		●	●		
ONE 10'X10' exhibit booth space in premium location, including tent awning, 1 table & 2 chairs				●	
ONE 10'X10' 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 2x a day	●				
Stage announcements from main stage promoting sponsor 2x a day		●			
Stage announcements from local stage promoting sponsor 2x a day			●		
Stage announcements from community stage promoting sponsor 2x a day				●	
Right to use 2023 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 – \$13,000 Includes;

- Announcements 3x a day as official main stage sponsor
- 10 X 10 foot exhibit booth space in premium location
- 5 Banner placements – 3 at stage & 2 within event site (banners provided by sponsor)
- 3 Custom posts on social media sites
- 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 – \$7,000 Includes;

- Announcements 2x 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
- 1 Email 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 – \$5,000 includes;

- Announcements 1x a day as official main stage sponsor
- 1 Banner placements – 1 at stage (banner provided by sponsor)
- 1 Email 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 – \$5,000 Includes:

- Announcements 3x 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
- 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 Public Library off of 14th & Broadway.

Features rides for youth and adults.

Fee – \$3,000 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



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.

\$7,000 Official

- 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)
- Two Tables (10 seats/table)

\$5,000 Premier

- 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)

\$3,500 Major

- 1/4 page advertisement in CRA event guide
- Company name in slideshow
- Logo placement on event website
- 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 visitors. 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 \$5,000 – 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 – \$1,500 – (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 – \$750 (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

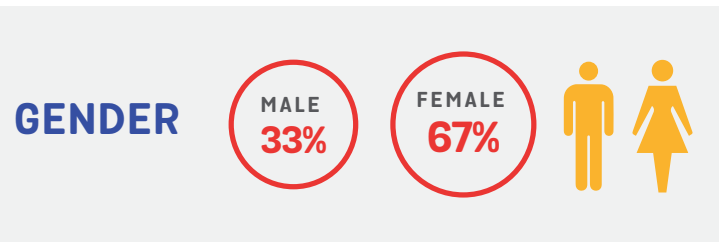
Seating Sponsor – \$500 (Per Date)

- 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

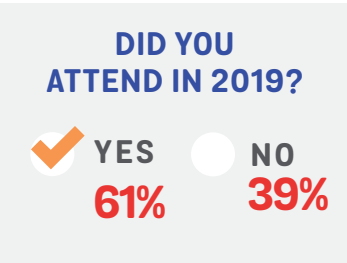
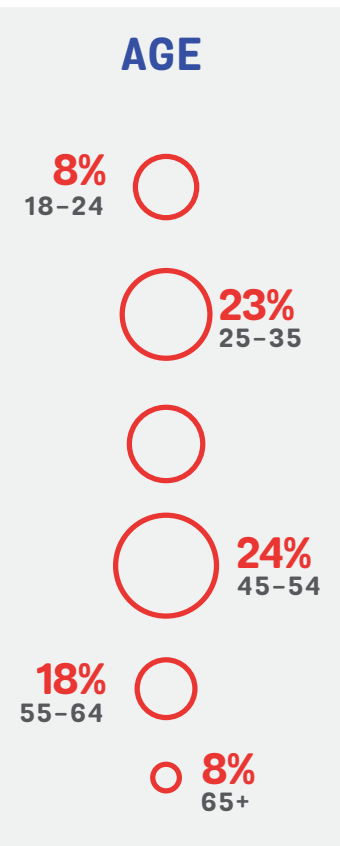
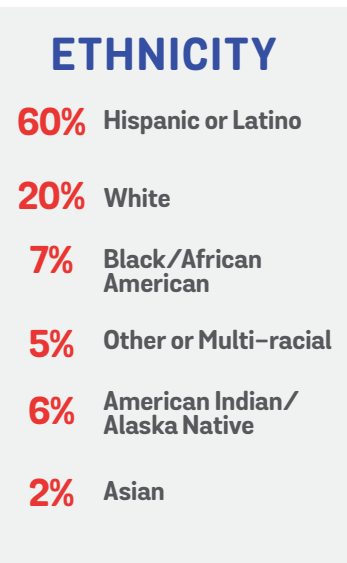
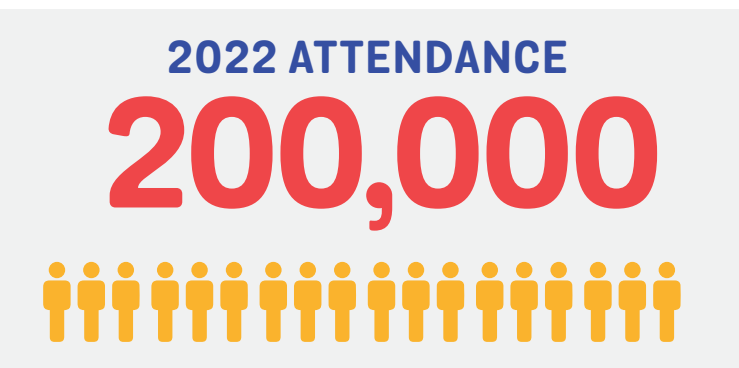
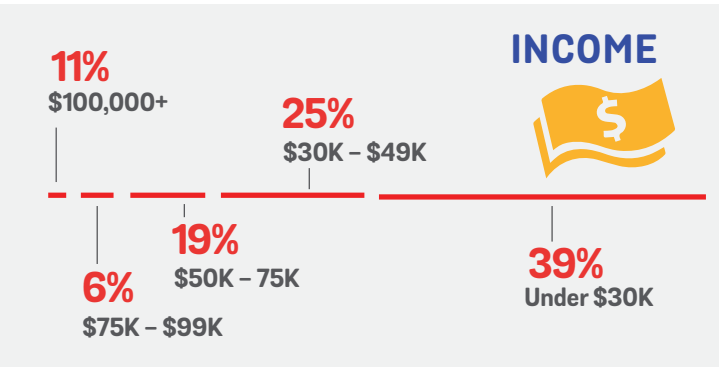
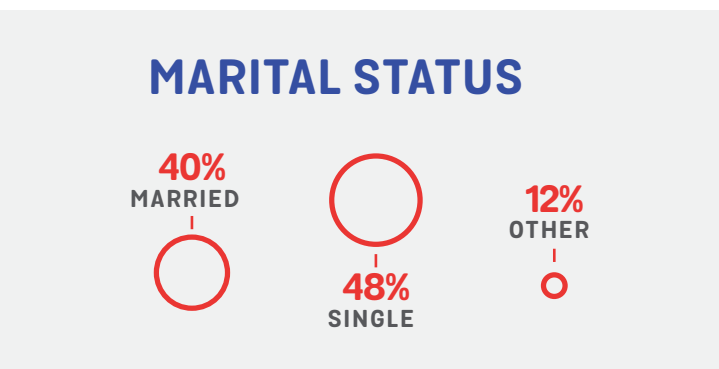




DEMOGRAPHIC OVERVIEW



PEOPLE PER HOUSEHOLD: 3.6



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 Claudia Garofalo for a special promotion. Other stations ran Cinco de Mayo related reports over the weekend as well.

The following are links to the televised advertising spots;

- [9News](#)
- [Telemundo](#)
- [9News](#)
- [Telemundo](#)
- [9 News](#)
- [Telemundo](#)
- [9 News](#)
- [Denver7](#)

RADIO

- La Jota Mexicana - Spanish Language
- Max Media station - Jammin 101.5
- FLO 107.1
- Community Radio Station - Jazz 89 KUVU
- LatinLifeDenver
- La Invasora
- K-Love
- Air 1

2022 MEDIA COVERAGE

INTERNET COVERAGE + WEBSITE VIEWS

The CincodeMayoDenver.com website received an approximate 55,000 original visits and 85,000 page views leading up to the weekend of May 7th and 8th. 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;

[Latin Life](#)

[KUVO](#)

[Jammin’ 101.5](#)

[USA Today](#)

[The Denver Post](#)



NEWSPAPER + MAGAZINE

Many print media sponsors provided either advertising space or featured articles.

The Denver Post

La Voz Bilingue

Latin Life Denver

El Comercio

Tu Casa

Westword

POSTERS

500 8.5” x 14” full color, printed and distributed throughout the Denver Metro and Aurora areas.

E-NEWSLETTER

A Cinco de Mayo featured e-newsletter was sent out to NEWSSED’s database FIVE times prior to the event through Constant Contact reaching approximately 8,000 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 sponsor the Cinco De Mayo Festival because we want to support diverse organizations and demographics!”

– HEATHER TAZIRI-BLACKHAM, COMCAST

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 3,700 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.

BECOME A SPONSOR!

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