

#### Event Details

Mexican Independence Day Parade & Festival brings tradition, culture, and passion to the streets of Los Angeles.

- DATE: Sunday, Sep. 16<sup>th</sup>, 2018
- TIME: Parade 10am 1pm; Festival 11am-5pm
- PLACE: Cesar Chavez and Mednik, East Los Angeles
- ATTENDANCE: Combined 50,000+ attendees throughout the day
- ATTRACTIONS: Elaborated Floats from different Mexican states, traditional Dancers, Charros, Live Performances on main stage: Mariachi, Banda, Spanish Rock, Cumbia, Cultural Food, Community Organization Services, games, and many interactive corporate areas. FREE TO THE PUBLIC.



#### Event Audience

- Parade and Festival 50,000+ combined attendance
- 97.1% Hispanic
- 31,500 Households
- 87.6% Spanish Speaking at Home
- 34% Homeownership
- \$49,500 Median Household Income
- 21% Hispanic-Business Owners



## Media Support

- Live TV Special on ABC 7 (10:00-1pm)
  - Viewership 100,000 HH (Households)
- Pre-recorded Parade/Festival Capsules on multiple Spanish TV Stations(10am-3:30pm)
  - Reached 121,236 Households: 156,848 persons 2+
- Over (100) Promotional Radio spots running over a two (2) week period prior the event on Multiple Radio Stations
- Social Media promotion throughout the month of September
  - (4) mentions of each sponsor twice a week
- Weekly print ads to run in HOY, El Aviso, El Clasificado, OORALE Mag.
  - 1 page, (2) ½ page, (3) 1/8 page to run in a period of two weeks















#### Parade and Festival



# Full integrated Marketing campaign at the East LA Mexican Independence Day Parade & Festival:

- One month promotion in: Radio, Print, and Online
- Prime entry at the Parade
- Signage banners in front of TV Camera
- Street sampling/flyers (pre-parade 7am-11am)
- 20x20 area at Grand Festival (or two 10x10)
- Festival stage signage (one roll up banner)
- Full page in the official Comite Mexicano Civico Patriotico Mag.
- Logo on wristband/ credentials/press backdrop
- Permanent online banner of event website (240x180)
- Static signage at press conference, dinner, and event festival
- (1) table up to 10 entries at dinner with special recognition

Investment: 25k-100k
price varies depending on Media Buy



### Intergraded Marketing Campaign



MEDIA



Up two banners
During ABC Chanel 7 Live
Broadcast
Multiple Networks Segment

Official Poster Flyers, Newspaper Ads, Credentials, Press backdrop





Three mentions per week for 4 weeks.



Parade Main Participation



Area at the Grand Festival

## Choose your space at the Festival

- Rights to promote/sample your brand/ product to consumers
- Spaces to choose from 10x10, 10x20 or 10x30 exhibit booth from different areas
  - It includes: (1) eight foot table, (2) two chairs, (1) booth, half side walls.
- Turn Key Production
  - All Permits included (sales & health, set-up)
  - Electricity, set-up and break-down (if needed)

10x10	10x20	10x30
\$2,500	\$3500	\$4500



## Choose your entry at the Parade

- Rights to promote your brand/product to consumers via parade
- Entries to choose from see below
  - it includes: parade entry, position within the first 100 entries, magnet for vehicle if applicable
- Turn Key Production
  - All Permits included
  - Full parade entry instructions
  - Parade number and positioning

1-2 vehicles or 1 float	3-5 vehicles 0r 1 vehicle and float	Two floats or the equivalent
\$3,500	\$5,000	\$7,500

#### Senoritas Fiestas Patrias Sponsor

Connect with young Latinas that are at the peak of their decision-making. Young Mexican origin ladies join Senorita Fiestas Patrias Pageant to become the next East LA Mexican Independence Day Parade & Festival Queen!

- The queen and court will represent your Brand for a year campaign
- One parade entry (sponsor must paid for float or vehicle)
- Back cover of the Official Senortitas Fiestas Patrias Program
- Stage Sponsor and signage (up 2 roll up banners)
- Email blast to targeted database
- Logo on press backdrop
- Table for 20 invitees in the VIP area with special recognition

Investment \$5,000

# Dinner Fiestas Patrias Sponsor

- (1) table up to 10 guest
- Gift Bag insert for all guest opportunity
- Product sampling opportunity
- Information display at check-in
- Full color page in the Official Magazine
- Signage on stage (1 roll up banner)
- Logo on press backdrop

Investment \$5,000

Join us and let's celebrate and bring this long tradition to our community!



#### **PLEASE CONTACT:**

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**Customized packages available**