



2012 Sponsorship Packet

Event Overview

When

Saturday, May 5, 2012, 7:00pm . 11:00pm

Where

Downtown, Charleston, SC
Visitor Center Bus Shed Terminal

What

The Charleston Cinco de Mayo Festival was founded in 2006 and takes place annually on or near May 5th, a Mexican holiday which is widely celebrated throughout the United States in order to celebrate Mexican heritage and culture. The event provides an opportunity for Charleston residents to experience Hispanic food, dance, and music.

Why

The primary mission of the Charleston Cinco de Mayo Festival is to encourage togetherness between diverse communities in the Charleston area. Secondly, the festival promotes awareness of Roper Saint Francis Hospital and raises funds for their programs.

Who

Charleston Cinco de Mayo Festival has a diverse crowd and everyone has one thing in common: a desire for good music, dancing and a love of a good time.



Non-Profit Affiliation

The Roper St. Francis Ryan White Program

The Roper St. Francis Ryan White Program is a federally funded program that helps coordinate comprehensive medical care for people living with HIV/AIDS in the tri-county area. The Ryan White Program is an Early Intervention Service program designed to help improve the quality and availability of primary healthcare with respect to HIV/AIDS disease.

For more information, visit www.ryanwhiteofcharleston.org.



Charleston Cinco de Mayo Festival Entertainment

Dancing

- É Dancing with the Local Stars+dance competition in 2008-2011 included four local celebrities partnered with professional dancers who compete for the title of Charleston's Best Salsa Dancer+on the night of the event
- É Professional dance groups, Folkloric Groups, Estilo 6,

Music

- É Orquesta Mayor, twelve-piece salsa band
- É Bachata Singer
- É Radio hits from DJ Luigi of Latin Groove
 - www.latingroovecharleston.com



Attendee Demographics

Ages

32%- ages 25-29

21%- ages 21-24

12%- ages 35-39

Ethnicities

37%-Caucasian

52%-Latino/Hispanic

10%-Black/African-American

1%-Asian

Gender

50%-Female; 50%-Male

Income

20%-\$80,000 or more

9.4%-70,000-79,999

5.2%-60,000-69,999

10%-50,000-59,999

10.4%-40,000-49,999

21.5%-30,000-39,999

7%-20,000-29,000

15%-\$20,000 or less



2011 Marketing Value

The Charleston Cinco de Mayo Festival was advertised in:

Medium	Advertisement	Value
The City Paper, Charleston Magazine	Three, half-page ads	\$3,000
Radio: WTMA (1250), WJF (96.9), WWJZ (93 Jamz), WSSX (95 SX)	Commercials, on-air and website mentions	\$25,475
Universal	Two full page, full-color ads	\$10,000
Telefutura	Five commercial announcements daily and one commercial announcement in WJRB weekly	\$5,000
Total Value		\$43,475

The festival reached people through the following as well:

Over 30 publications printed articles on the festival
16,768 people were reached through email campaigns
9,386 people visited www.charlestoncincodemayo.com
5,000 Flyers were distributed to over 250 locations including 1,500 in programs at a
Charleston Battery soccer game
2,000 posters

Online social media marketing

Youtube.com: Over 3,700 views

Facebook.com: Over 793 friends

Myspace.com: Over 350 friends and 2,760 views



Title Sponsor

- É Name as part of Festival's logo and name (example: Cuervo's Charleston Cinco de Mayo Festival or the Charleston Cinco de Mayo Festival presented by Cuervo)
- É Sponsor for entertainment of choice (band, DJ, etc.)
- É Exclusive sponsorship within company's industry
- É Booth at the event
- É Photo and video rights (post-event) and DVD recap of event with logo bumper at beginning and end
- É Press Release sent to all local and regional media to announce sponsorship
- É Banner and link at top of sponsorship page on the festival's website
- É Premier logo placement on front cover of flyer, event poster, all print, radio, television, and Hispanic media advertising, all event signage including large screen on stage, all four e-newsletters which are distributed to over 20,000 people, all retail and promotional products, street banner
- É Premier onsite promotional space at event to promote products and services
- É Ability to bring own corporate banner to be placed at location
- É 30 tickets

= \$5,000



Dorado Sponsor

- É Sponsor for entertainment of choice (band, DJ, etc.)
- É Exclusive sponsorship within company's industry
- É Booth at the event
- É Logo on any promotional marketing items, www.charlestoncinco.com which last year had over 5,000 hits, all four e-newsletters which are distributed to over 20,000 people, and large screen behind stage
- É Ability to bring own corporate banner to be placed at location
- É Sponsor logo included in all print, radio, television, and Hispanic media advertising
- É Acknowledgment as sponsor from stage on day of event
- É Mention as sponsor with logo on all flyers, posters, and other marketing materials distributed to over 300 locations
- É Listed as sponsor in all press releases
- É 20 tickets

= \$2,500



Rojo Sponsor

- É Sponsor logo included in all print and electronic advertising and on large screen behind stage
- É Acknowledgment as sponsor from stage on day of event
- É Mention as sponsor with logo on all flyers, posters, and other marketing materials distributed to over 300 locations
- É Logo and link on www.charlestoncinco.com which last year had over 5,000 hits and all four e-newsletters which are distributed to over 20,000 people
- É Listed as sponsor in all press releases
- É 20 tickets

= \$1,500



Verde Sponsor

- É Mention as sponsor with logo on flyers, posters, and other marketing materials
- É Acknowledgment as sponsor from stage on day of event
- É Logo and link on www.charlestoncinco.com which last year had over 5,000 hits and all four e-newsletters which are distributed to over 20,000 people
- É Listed as sponsor in all press releases
- É 10 tickets

= \$700

Azul Sponsor

- É Logo and link on www.charlestoncinco.com which last year had over 5,000 hits and all four e-newsletters which are distributed to over 20,000 people
- É Listed as sponsor in all press releases
- É 5 tickets

= \$200



Contact Us

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Website

www.charlestoncinco.com

You Tube

http://www.youtube.com/watch?v=hArfu3wcrJQ&feature=channel_page

Facebook

<http://www.facebook.com/home.php#/group.php?gid=50974766265&ref=ts>

