

*The Incomparable  
28th Annual  
La Frontera*



Tucson  
International  
Mariachi  
Conference



*Sponsorship Opportunities 2010*



Be part of Southern Arizona's  
#1 cultural event and hit  
a high note with the local  
Hispanic market.



## Your Message Will Reach Thousands



Our live audiences span every generation, socioeconomic demographic and pack-the house each year.



## Here There and Everywhere

Although predominately from Tucson we draw from multiple markets including Phoenix, Nogales, south to Mexico and a regular influx from New Mexico, Texas and California.



Your shared presence on our event promotions go right into the homes of the entire community through direct mail, the internet, media partnerships on TV, radio, and in print.



[www.tucsonmariachi.org](http://www.tucsonmariachi.org)



## Playing It Forward

The Tucson community is unique and so is this opportunity.

In 1987, local visionaries combined energies to create an unprecedented event celebrating the music and the dance traditions of Mexico.

From the start, this grassroots effort was all volunteer driven and emphasized the best that Mariachi and Folklorico meant to the Mexican-American culture. Today it is regarded as one of the pioneers of music conferences and held as standard for this genre.

They created an experience so powerful that it endures every year, continuing to impact thousands of aficionados each Spring. The programs appeal right to the heart of the family and each generation continues to be enriched by the immersion in their culture.

Students are taught by professional musicians attending workshops broken down by expertise and instrument.

The general public attends all of the concerts and fiestas of the event.

It is estimated the Conference has contributed \$19 million dollars in the local economy since 1983.



### Proceeds Benefit La Frontera, Inc.

La Frontera sponsored the first Tucson International Mariachi Conference, which has become the agency's primary fund-raising activity. Proceeds from the conference are earmarked for children's services, with the Child/Family Center being the primary beneficiary. Over the years the agency has grown to include more than 20 service locations. In a typical year La Frontera serves more than 18,000 clients, more than half of whom represent ethnic minority populations.





## Your Exposure is Maximized at Five Days of Events (the 3rd week of April) Workshops, Concerts, Fiestas



- **Student Workshops.** Each year 1,000 students from all over the country come together for two and a half days to learn from the best mariachi and baile folklorico masters the world has to offer.
- **Participant Showcase.** After two and a half days of study, the students have the opportunity to perform on the Tucson Convention Center Arena Main Stage for their friends and families at the Participant Showcase. At the Tucson Convention Center capacity 8,500 people
- **Serenata y Cena.** Prior to the Espectacular Concert diehard fans start the party at a Mariachi style celebration of music, food and drinks. In the courtyard of The Tucson Convention Center by reservation.
- **Espectacular Concert.** This star-studded event attracts an international cast of world renowned mariachi performers from across the United States and Mexico. At the Tucson Convention Center capacity 8,500 people
- **Mariachi Mass.** No Mariachi Conference is complete without morning mass at St. Augustine Cathedral where the music and colors brightens the beginning of Saturday morning.
- **Fiesta de Garibaldi.** This 12-hour party at Reid Park features all-day entertainment and a park filled with fun booths, authentic Mexican foods, beverages, novelties, arts and crafts. Attracts 20,000 attendees many of whom spend the entire day.



**Participate through the 4 options for sponsorship or  
by advertising in our program.**

**You will receive unparalleled exposure and be part of  
keeping the great tradition alive.**

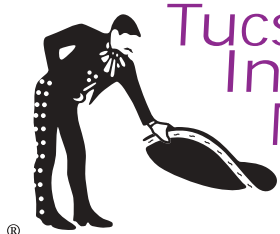


**Special focus  
for 2010**

**Emmy award  
Winners & our  
long-time  
partners.**



*Los Camperos de Nati Cano*



**Tucson  
International  
Mariachi  
Conference**

[www.tucsonmariachi.org](http://www.tucsonmariachi.org)



*Violin Level*

\$25,000

**BENEFITS:**

Continual exposure on all promotions.

**Media & Print Exposure:**

Prominent logo placement on all printed materials including programs, fliers, and posters

Sponsor name and/or logo featured in lead position in newspaper, radio and television promotions.

Full page ad in the program (color)

Full page ad in the student workbooks (b/w)

**Online Exposure:**

Sponsor logo featured in lead position on Tucson International Mariachi Conference website and a link on sponsor page to company website

**Event Exposure:**

2 Elite Workshop Scholars representing your firm at all events and listed in the program

Unlimited banner placement at events of your choosing: Student Workshops, Participant Showcase, Espectacular Concert, and Fiesta de Garibaldi

10 x 10 Booth at the Fiesta de Garibaldi

On-site announcements during the events by emcees

**Event Participation:**

14 Tickets for the Espectacular Concert

40 Tickets for the Participant Showcase

6 Tickets for Serenata y Cena dinner

10 Passes for the Fiesta de Garibaldi

8 Souvenir T-shirts

6 Commemorative Posters



April 21- 24, 2010

[www.tucsonmariachi.org](http://www.tucsonmariachi.org)



*Guitar Level*



**\$10,000**

**BENEFITS:** Impactful visibility in the community and with our audiences.

**Media & Print Exposure:**

Second tier logo placement on all printed materials including but not limited to programs, fliers, and promotional posters

Full page ad in the program (color)

Full page ad in the student workbooks (b/w)

**Online Exposure:**

Sponsor logo featured on Tucson International Mariachi Conference website and a link on sponsor page to company website

**Event Exposure:**

1 Elite Workshop Scholar representing your firm at all events and listed in the program.

4 banners at Espectacular Concert, Showcase and Fiesta de Garibaldi

10 x 10 Booth at the Fiesta de Garibaldi

On-site announcements during the events by emcees

**Event Participation:**

10 Tickets for Espectacular Concert

20 Tickets for the Participant Showcase

8 Tickets for Serenata y Cena dinner

6 Passes for the Fiesta de Garibaldi

6 Souvenir T-shirts

4 Commemorative Posters



April 21- 24, 2010

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\$5,000

**BENEFITS:**

**Name association:** Live presence at our largest Fiesta.

**Media & Print Exposure:**

1/2 page ad in the program (color)

**Online Exposure:**

Sponsor logo featured on Tucson International Mariachi Conference website and a link on sponsor page to company website

**Event Exposure:**

10 x10 Booth and 2 banners at the Fiesta de Garibaldi.

On-site announcements during the events by emcees

**Event Participation:**

- 4 Tickets for Espectacular Concert
- 10 Tickets for the Participant Showcase
- 4 Passes for the Fiesta de Garibaldi
- 2 Souvenir T-shirts
- 2 Commemorative Posters



April 21- 24, 2010

[www.tucsonmariachi.org](http://www.tucsonmariachi.org)



**\$2,500**

**BENEFITS:** A first step in testing if your message resonates with our multifaceted audience.

**Media & Print Exposure:**

1/2 page ad in the program (color)

**Online Exposure:**

Sponsor logo featured on Tucson International Mariachi Conference website and a link on sponsor page to company website

**Event Exposure:**

Banner placement at the Fiesta de Garibaldi

**Event Participation:**

- 2 Tickets for Espectacular Concert
- 6 Tickets for the Participant Showcase
- 2 Passes for the Fiesta de Garibaldi
- 1 Souvenir T-shirts
- 1 Commemorative Posters



April 21- 24, 2010

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## 2010 Souvenir Program Advertising

Jr. Full page\* 6" x 9", **\$1,000** Jr. 1/2 page\* 6" x 4.5", **\$600**

The expected distribution is over 50,000 in the community and at our events. All ads are 4-color. Art must be no less than 200 dpi and in jpg, pdf, eps or ai format. Please make fonts "outline" or include them in the file.

Fax a hard copy (520-792-9854) to ensure nothing peculiar happens in the electronic transmission.

\*Since the publication is based on modular dimensions, the size of a "full page" is actually a junior page and may have editorial grouped with it on the same page

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### La Frontera Tucson International Mariachi Conference

Mail form with payment to:

La Frontera Tucson International Mariachi Conference  
P.O. Box 3035  
Tucson, AZ 85702  
(520) 838-3908  
[www.tucsonmariachi.org](http://www.tucsonmariachi.org)