

TUCSON INTERNATIONAL MARIACHI CONFERENCE

2017

Sponsorship Information

Event Demographics

www.tucsonmariachi.org

Wednesday, April 26 - Saturday, April 29, 2017

Casino Del Sol Resort

Tucson, Arizona





Events
Overview
Tucson International
Mariachi Conference
April 26 - 29, 2017
Casino Del Sol Resort
Tucson, Arizona

Celebrating its 35th anniversary, the Tucson International Mariachi Conference is a 4-day event featuring great music, dance, food, drink, and fun.

The roots of La Frontera’s Tucson International Mariachi Conference are solidly embedded in the multicultural communities of southern Arizona, particularly those of Mexican American heritage.

Tucson’s passion for mariachi music is believed to have begun in the early 1960s when a priest with a vast collection of mariachi music, Monsignor Arsenio Carrillo, played a few songs for Father Charles Rourke. The group—known in Tucson by its Spanish moniker, Los Changuitos Feos—would become by 1964 one of the most influential mariachi ensembles to emerge in Tucson.

The 2017 Tucson Mariachi festivities are anticipated to draw more than 35,000 visitors from southern Arizona.

“ Our mission is to promote awareness of and generate funding for La Frontera Center, a non-profit behavioral health agency serving children, families, and adults, and to foster the traditional values of mariachi music and baile folklórico through activities that increase knowledge, artistic and technical experience. ”



Audience Demographics

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What Makes Event Sponsorship Unique?

- Reach an active and social audience
- Directly connect with an engaged audience
 - Activate marketing initiatives
- Showcase products to increase purchasing

Sponsorships of the Tucson International Mariachi Conference offer tremendous visibility, promotion, and access. The festival annually hosts a variety of the world's highest caliber mariachi and folklórico dance performers in a spectacular outdoor setting. With an annual attendance of more than 40,000 people, the Tucson International Mariachi Conference provides the ability to connect with an audience with a passion for the performing arts.

Audience Reach

Workshop, Showcase & Espectacular Concert, Mariachi Mass, and Garibaldi audiences

35,000 attendance

Advertising Value

Newspaper, radio, television and social media

\$50,000

Gender

54% Female

46% Male

Music Workshop Attendance

Since 1982, mariachi workshops have provided music instruction to thousands of students

26,800

Party Size

3.7 people

Age

Under 18 8%

18 - 24 16%

25 - 34 26%

35 - 44 24%

45 - 54 15%

55 + 11%

Attendee Lifestyle

Go to concerts 76%

Go to movies 65%

Frequently go to restaurants ... 84%

Attend sporting events 67%



The conference and festival offer a unique array of music concerts, food, and crafts—all located at Casino Del Sol Resort

Tuesday, April 25

Instructor Pre-Registration Check-in
 Instructor Rehearsal
 Instructor Dinner

Grand Ballroom Area
 Grand Ballroom Area
 Festa Buffet

Wednesday, April 26

Student Registration
 Workshop Classes
 Lunch
 Workshop Classes
 Student Dinner
 Jam Sessions

Grand Ballroom Area
 Grandballrooms A-B-C-D
 Catered
 Grandballrooms A-B-C-D
 Catered
 Ballroom C

Thursday, April 27

Workshop Classes
 Lunch
 Workshop Classes
 Student Showcase Concert
 Jam Sessions

Grandballrooms A-B-C-D
 Catered
 Grandballrooms A-B-C-D
 AVA Amphitheater
 Ballroom C

Friday, April 28

Workshop Classes
 Lunch
 Master Level Workshop
 Concert Rehearsal
 Espectacular Concert

Grandballrooms A-B-C-D
 Catered
 Grandballrooms A & B
 AVA Amphitheater
 AVA Amphitheater

Saturday, April 29

Mariachi Mass
 Fiesta de Garibaldi

AVA Amphitheater
 Pool Area & Grand Ballroom Area



Media & Publicity

Tucson International
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Casino Del Sol Resort
Tucson, Arizona

Our extensive marketing plan includes advertising and promotions in local and regional publications; website (www.tucsonmariachi.org) and social media (Facebook, Twitter); cable TV, radio support, and print media; and aggressive public relations over the course of six weeks

- News Releases
- PSAs (Public Service Announcements)
- Television
- Online
- E-Newsletter Blasts
- Social Media
- Radio
- Venue Signage
- Product Integration
- Handout Brochures
- Magazine
- Flyers

* Platinum, Gold, and Silver Sponsorships eligible



Sponsorship Opportunity

Tucson International
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The Tucson International
Mariachi Conference
Planning Committee has
made considerable efforts
in developing sponsorship
opportunities that deliver
impact for participating
sponsors

2017 Sponsorship Information

Angy Shearer, Sponsorship Coordinator
ashearer@lafrontera.org
(520) 838-5593

Each sponsorship level offers a variety of opportunities to concert events, on-site activities, and featured venues.

Additionally, the Sponsorship Coordinator will work with your company to tailor your sponsorship package to deliver key business goals for your company, whether your objective is to sample new products or services, broaden exposure of your brand, or generate goodwill through an affiliation with our programs.

We support and encourage creative ideas when it comes to helping you generate desired returns on your sponsorship investment.



Sponsorship Level
 Tucson International Mariachi Conference
 April 26 - 29, 2017
 Casino Del Sol Resort
 Tucson, Arizona

PLATINUM - \$10,000*

MEDIA

- Rotating display ad with link on TIMC home page*
- Company logo on TIMC signage
- Company logo on TIMC Sponsor page
- Company logo in student workbooks
- Company banner displayed at Student Showcase Concert, Espectacular Concert, and Fiesta de Garibaldi (provided by sponsor)
- Stage acknowledgment at Showcase Concert and Fiesta de Garibaldi (six stage mentions per event)
- Company handouts in student workshop gift bags (provided by sponsor)

BENEFITS

- Three rooms at Casino Del Sol Resort (Friday night)
- Espectacular Concert tickets (admits 6)
- Prime exhibitor space (outdoor) for booth at Fiesta de Garibaldi
- Showcase Concert tickets (admits 6)
- Fiesta de Garibaldi tickets (admits 6)

GOLD - \$5,000*

MEDIA

- Rotating display ad with link on TIMC home page*
- Company logo on TIMC signage
- Company logo on TIMC Sponsor page
- Company logo in student workbooks
- Company banner displayed at Fiesta de Garibaldi and Student Showcase Concert (provided by sponsor)
- Stage acknowledgment at Showcase Concert and Fiesta de Garibaldi (four stage mentions per event)
- Company handouts in student workshop gift bags (provided by sponsor)

BENEFITS

- Two rooms at Casino Del Sol Resort (Friday night)
- Espectacular Concert tickets (admits 4)
- Prime exhibitor space (outdoor) for booth
- Showcase Concert tickets (admits 4)
- Fiesta de Garibaldi tickets (admits 4)

SILVER - \$2,500*

MEDIA

- Company logo on TIMC signage
- Company logo on TIMC Sponsor page
- Company logo in student workbooks
- Stage acknowledgment at Showcase Concert and Fiesta de Garibaldi (two stag mention per event)
- Company handouts in student workshop gift bags (provided by sponsor)

BENEFITS

- One room at Casino Del Sol Resort (Friday night)
- Espectacular Concert tickets (admits 2)
- Prime exhibitor space (outdoor) for booth at Fiesta de Garibaldi
- Showcase Concert tickets (admits 4)
- Fiesta de Garibaldi tickets (admits 4)

CUSTOM PARTNERSHIP

Create your own package. Customize a partnership package based on your needs and budget. In-kind sponsorship will be customized based on amount of donation.

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 (520) 838-5593 • ashearer@lafrontera.org



Past Conference Sponsors

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Proud Sponsors of the 2016 Tucson International Mariachi Conference

- AARP
- Alliance Beverage
- Arizona Commission on the Arts
- Arizona Daily Star
- Canyon Building + Design
- Carhuff & Cuera Architects
- Casino Del Sol Resort
- CBIZ
- Clean Green Services
- COX
- Eagle Rock Excavating
- FlexPrint
- Genoa a QoL Healthcare Company
- Jim Click Automotive Team
- Keegan, Linscot & Kenon
- La Tradición Music
- Lovitt & Touché
- Simply Bits
- The Hisey Group
- UMR a Healthcare Company
- Vantage West Credit Union
- Wells Fargo



Sponsorships must be received by March 31, 2017 to be included in all media and marketing material

Yes!

I will support the ongoing education, heritage, culture, and art of mariachi music

Payment from sponsors must be received by April 3, 2017

You can pay for your 2017 Mariachi Conference Sponsorship online at www.tucsonmariachi.org

Sponsorships Information

Organization Name _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____



- Platinum.....\$10,000 Silver.....\$ 2,500
- Gold.....\$ 5,000 Other.....\$ _____

Payment Method

Check # _____ in the amount of \$ _____
 Please make checks payable to La Frontera Center

Credit Card # _____ in the amount of \$ _____
 Visa MasterCard

Cardholder Name _____
 Expiration Date _____ Security Code _____

Please return completed form and payment to
 La Frontera/TIMC • 504 West 29th Street • Tucson, AZ 85713