



La Frontera's

Tucson International Mariachi Conference

2026 Sponsorship Information

Tucson's 5-Day Mariachi & Folklórico Dance Festival



Scan for more
information!



Wednesday through Sunday | April 29th - May 3rd, 2026

Tucson Convention Center • MSA Annex • San Augustine Cathedral

www.tucsonmariachi.org



Events Overview

Tucson International Mariachi Conference
April 29th - May 3rd, 2026
Tucson Convention Center • MSA Annex • San Augustine Cathedral

The History of the Tucson International Mariachi Conference

*Celebrating its 44th anniversary,
the **Tucson International
Mariachi Conference** is a 5-day
event featuring mariachi 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."

Gregory S. Rodríguez, Assistant Professor
Mexican American Studies &
Research Center
The University of Arizona

Our Mission

“Our Mission is to promote awareness and foster traditional values of Mariachi music and Baile Folklórico through educational activities that increase knowledge, artistic and technical experience, cultural identity, and pride in our youth and community.”



By the Numbers

Tucson International Mariachi Conference

April 29th - May 3rd, 2026

Tucson Convention Center • MSA Annex • San Augustine Cathedral

If you are looking to reach a large audience, enhance your brand image, and help support local arts, then sponsoring the *Tucson International Mariachi Conference* is a great option.

Increase brand awareness:

Your logo will be seen by thousands of people and will also be featured in conference marketing materials.

Have fun:

Join us for family entertainment, mariachi music and baile folklórico dancing

2025 Conference Attendance

"Since 1982, our conference workshops, concerts and festival have offered music instruction, mariachi performances, and baile folklórico dance to thousands of students."

1,183

Advertising Value

Newspaper, radio, television, posters, flyers and social media

\$50,000

Online & Digital Presence

TIMC Website Users.....	27,326
TIMC Website Pageviews.....	96,540
Google Event.....	258,750
Facebook/Instagram Reach.....	361,629



Events At A Glance

Tucson International Mariachi Conference
April 29th - May 3rd, 2026

Tucson Convention Center • MSA Annex • San Augustine Cathedral

The conference & festival offer a unique array of music concerts, food, and crafts—
join us downtown at the Tucson Convention Center

Wednesday, April 29

- Participant Orientation (TCC)
- Workshop Classes (TCC)
- El Mariachi Canta Vocal Competition (MSA Annex Festival Area)

Thursday, April 30

- Workshop Classes (TCC)
- Student Showcase Concert (Linda Ronstadt Music Hall)

Friday, May 1

- Workshop Classes (TCC)
- Espectacular Concert (Linda Ronstadt Music Hall)

Saturday, May 2

- Festival Garibaldi (Downtown Tucson, Jácome Plaza)

Sunday, May 3

- Mariachi Mass (St. Augustine Cathedral)





Sponsorship Opportunity

Tucson International Mariachi Conference
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Tucson Convention Center • MSA Annex • San Augustine Cathedral

Partner with

Tucson International Mariachi Conference

In its 44th year, the longest running mariachi conference in the world.



Tucson International Mariachi Conference

*A diverse sponsorship portfolio ensures
your brands impact. Advertising value
of radio, television, posters, flyers
and social media...\$50,000*



Sponsorship packages offer...

- Access to concert events, on-site activities, and featured venues.
- Tailored support to achieve your business goals.
- Creative collaboration to maximize your sponsorship return.



2026 Sponsorship Information

Alfonso Dancil

(520) 488-8103 or alfonsoD74@outlook.com

Patty Ruiz

(520) 833-8711 or pruiz@bustosmedia.com

Kathy Wells

(520) 838-5501 or kathy.wells@lafrontera.org



Sponsorship Levels

Tucson International Mariachi Conference
April 29th - May 3rd, 2026

- Tucson Convention Center
 - MSA Annex
- San Augustine Cathedral

Premier Partner

\$25,000

- Logo on TIMC signage, Website Sponsor Page & TIMC Student Workbook
- Stage acknowledgement at El Mariachi Canta Vocal Competition-Wed. April 29, 2026
- Stage acknowledgement at Student Showcase Concert-Thurs. April 30, 2026
- Stage acknowledgement at Espectacular Concert-Fri. May 1, 2026
- Stage acknowledgement at Garibaldi Festival-Sat. May 2, 2026
- Student Showcase, Espectacular Concerts and Garibaldi tickets

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 (provided by sponsor) displayed at El Mariachi Canta, Student Showcase/Espectacular Concerts and Garibaldi (provided by sponsor)
- Stage acknowledgment (6) El Mariachi Canta, Student Showcase, Espectacular Concerts & Garibaldi
- Company handouts in student workshop gift bags (provided by sponsor)
- El Mariachi Canta, Espectacular Concert and Garibaldi tickets

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
- Stage acknowledgment (4) El Mariachi Canta, Student Showcase, Espectacular Concerts & Garibaldi
- Company handouts in Student workshop gift bags (provided by sponsor)
- El Mariachi Canta, Espectacular Concert and Garibaldi tickets

SILVER - \$2,500

MEDIA

- Company logo on TIMC signage
- Company logo on TIMC Sponsor page
- Company logo in student workbooks
- Stage acknowledgment (2) El Mariachi Canta, Student Showcase, Espectacular Concerts & Garibaldi
- Company handouts in student workshop gift bags (provided by sponsor)
- El Mariachi Canta, Espectacular Concert and Garibaldi tickets

LET US CUSTOMIZE A SPONSORSHIP PLAN FOR YOU...

Sponsorships customized to your budget and needs.

No budget too small.

In-kind sponsorship customized based on amount of donation.

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Kathy Wells (520) 838-5501 or kathy.wells@lafrontera.org



Sponsorship Form

Tucson International Mariachi Conference
April 29th - May 3rd, 2026

- Tucson Convention Center
- MSA Annex Festival Area
- San Augustine Cathedral

2026 Sponsorships Information & Payment

Organization Name _____

Contact Person _____

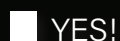
Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

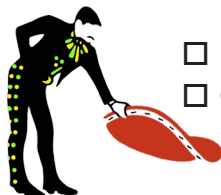
E-mail _____

Sponsorships must
be received by
March 30, 2026
to be included
in all media and
marketing material.



YES!

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



☐ Premier.....\$25,000

☐ Platinum.....\$10,000

☐ Silver.....\$ 2,500

☐ Gold.....\$ 5,000

☐ Other.....\$ _____

2026 Payment Method

You may pay for your Mariachi Conference Sponsorship online at

www.tucsonmariachi.org/become-a-sponsor

-or-

Check # _____ in the amount of \$ _____

Please make checks payable to La Frontera Center/TIMC

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

