



Event Information

- When: Friday, May 1, 2010, 7pm-11pm
- Where: Visitor Center Bus Shed
- 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.

Contact Information

- email: info@charlestoncinco.com
- phone: 843-270-0833
- 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>
<http://www.facebook.com/group.php?gid=50974766265#/event.php?eid=47421667367>

Non-Profit Affiliation

- 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.ropersaintfrancis.com.

Demographics

- The percentage of attendees ages are as follows:
 - 32%-ages 25-29
 - 21%-ages 21-24
 - 12%-ages 35-39
- The ethnicity of attendees polled are as follows:
 - 67%-Caucasian
 - 19%-Latino/Hispanic
 - 10%-Black/African-American
 - 1%-Asian
- Compiled income of festival attendees was as follows:

30%-\$80,000 or more	10.4%-40,000-49,999
15%-\$20,000 or less	10%-50,000-59,999
7%-20,000-29,000.5.	2%-60,000-69,999
11.5%-30,000-39,9999.	4%-70,000-79,999

Marketing Value of 2009

- Over 2,000 people attended Charleston Cinco de Mayo Festival last year.
- The Charleston Cinco de Mayo Festival was advertised in: City Paper:
 - Three ½ page ads (value=\$3,000)
- Citadel Radio Group: recorded commercials and live mentions and website exposure on the 4 stations listed, WTMA (1250), WIWF (96.9), WWWZ (93 Jamz) and WSSX (95 SX)
 - (Value=\$25,475)
- Universal: Two full page, full-color ad (value=\$10,000)
- Telefutera: Five commercial announcements daily and one commercial announcement in WJRB weekly
 - (value=\$5,500)
- Trident Literacy Association Newsletter (Bookmarks):
 - One ½ page ad
- Over 30 publications printed articles on the festival
 - 16,768 people were reached through email campaigns
 - 5,000 Flyers were distributed to over 250 locations including 1,500 in programs at a Charleston Battery soccer game
 - 2,000 posters were posted
- On-line Marketing includes logo and links on the official Cinco de Mayo website—9,386 hits for the 2008 festival.

Vendor Information

- Vendors need to have a valid City of Charleston business license and proof of liability insurance up to \$1,000,000.
- Each vendor will have a 10'x15' area, with additional space, if available, for a fee. Tables will be provided.
- Vendors will need to provide your own (2) 50' power cords for 220v, light source, display material, and set-up equipment.
- The festival will be from 7:00-11:00 PM, with a two hour set up window preceding the event.
- Vendors are responsible for cleaning up your vendor area and removing any excess product.
- All vendor sales are cash only. Vendors will not be responsible for ticket collection
- Vendors can increase their exposure by participating as a sponsor of the event.

Sponsorship Opportunities

Title Sponsor **\$10,000**

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

Dorado Sponsor **\$5,000**

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

Rojo Sponsor **\$3,000**

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

Verde Sponsor **\$1,500**

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

Azul Sponsor **\$500**

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