



2024

Sponsorship Packet



Event Overview

When

Sunday, May 4th, 2024, 4:00pm – 10:00pm

Where

Downtown, Charleston, SC
Charleston Cruise 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 to celebrate Mexican heritage and the Latin 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 **Charleston Animal Society** 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

Luigi Bravo

Event Coordinator

charlestoncinco@gmail.com

843-813-2505



Non-Profit Affiliation

Charleston Animal Society

In 1874, Charleston Animal Society was formed as the first animal protection

- > organization in South Carolina and one of the first in the Nation. Its
- > purpose was to prevent cruelty to animals. For over a century, it has
- > accomplished this through a variety of programs and services. Today, it
- > protects animals by –

- > 1. Finding homes for homeless animals...through adoptions,
- > return-to-owners and a free roaming cats initiative.
- >
- > 2. Fighting animal cruelty wherever it exists...through assisting law
- > enforcement with investigations and intervention.
- >
- > 3. Helping youth understand science...through a veterinary science
- > initiative.
- >
- > 4. Containing outbreaks of deadly diseases...through a communitywide
- > rabies vaccination strategy.
- >
- > 5. Reuniting loved ones with their families...through an in-depth lost
- > and found program.
- >
- > 6. Preventing births of unwanted animals...through a high-volume,
- > high-quality affordable spay/neuter initiative.
- >
- > 7. Saving the lives of abused and abandoned animals...through a medical
- > and behavioral treatment regimen.
- >
- > 8. Guiding children to grow into humanitarians...through a comprehensive
- > humane education initiative.
- >
- > 9. Fighting Hunger When Food Is Unaffordable...through a nonjudgmental
- > pet-focused food bank.



CONTACT INFO

Call (843) 747-4849

<http://www.charlestonanimalsociety.o>

Charleston Cinco de Mayo Festival Entertainment

Carolina's Largest Cinco de Mayo Celebration

Live Music:

* Los X Adolecentes (Salsa)

DJ Luigi Latin Groove Radio & 993 The Box Charleston

Authentic Food:

Mexico: Cachitas Kitchen

Venezuela: Rikiquito

Colombia: Antojos Vallunos

Uruguay: Gaucho Grill

Ecuador: La Madrina

Mexico: El Fogon

Desserts: Delicias La Gloria (Colombia) Patagonian Queen (Argentina)

Drinks by: Jose Cuervo, Michelob Ultra, Tito's Handmade Vodka





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

52%-Female; 48%-Male

Income

20%-\$80,000 or more

10.4%-40,000-49,999

9.4%-70,000-79,999

21.5%-30,000-39,999

5.2%-60,000-69,999

7%-20,000-29,000

10%-50,000-59,999

15%-\$20,000 or less

Marketing & Publicity

Print: Regional / Local Newspapers

Radio: South Carolina Radio Promotion

Digital: E-newsletter/ E-Blast, social media, Banner Placement



Title Sponsor

- 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)
- Sponsor for entertainment of choice (band, DJ, etc.)
- Exclusive sponsorship within company's industry
- Booth at the event
- Photo and video rights (post-event) and 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, all four e-newsletters which are distributed to over 20,000 people, all retail and promotional products, 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

= \$5,000

Liquor / Wine Sponsor

- Name as part of Festival's logo and name
- 10 X 10 Booth at the event to hand out promotional material, demonstrations, or promotions.
- Photo and video rights (post-event) and 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, all four e-newsletters which are distributed to over 20,000 people, all retail and promotional products, 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

= \$5,000

Created through a
combination of monetary
and product donations

Dorado Sponsor

- Sponsor for entertainment of choice (band, DJ, etc.)
- Exclusive sponsorship within company's industry
- Booth at the event
- 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
- 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
- Listed as sponsor in all press releases
- 20 tickets

= \$3,500

Rojo Sponsor

- Sponsor logo included in all print and electronic advertising and on large screen behind stage.
- 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 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.
- Listed as sponsor in all press releases.
- 20 tickets

= \$2,500

Verde Sponsor

- 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 and all four e-newsletters which are distributed to over 20,000 people.
- Listed as sponsor in all press releases.
- 10 tickets

= \$1000

Azul Sponsor

- 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.
- Listed as sponsor in all press releases.
- 5 tickets

= \$500

Contact Us

Luigi Bravo

Email

latingroovecharleston@gmail.com

Phone

843.813.2505

Website

www.charlestoncinco.com

You Tube

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

Facebook

www.facebook.com/CharlestonCinco

