



**2019**

# **Sponsorship Packet**



# Event Overview

## When

Saturday, May 4th, 2019, 7:00pm – 11:00pm

## Where

Downtown, Charleston, SC  
Visitor Center Bus Shed 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 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 **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](mailto: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

## Dancing

- Folkloric Groups
- Salsa Exhibition
- Zumba exhibition

## Music

- Gino Castillo
- Radio hits from DJ Luigi of Latin Groove

[www.latingroovecharleston.com](http://www.latingroovecharleston.com)



# 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

## CHARLESTON CITY PAPER



The Charleston Cinco de Mayo Festival was advertised in:

<b>Medium</b>	<b>Advertisement</b>	<b>Value</b>
The City Paper,	Two half-page ads	\$3,000
Radio: Mix 96 – WMXZ Kickin 92.5 – WCKN <b>Latin Groove Radio</b>	Commercials, on-air and website mentions	\$15,475
Universal Latin News, El Informador, La Isla Magazine	Two full page, full-color ads	\$10,000
<b>Total Value</b>		\$28,475

The festival reached people through the following as well:

Over 30 publications printed articles on the festival  
16,768 people were reached through email campaigns  
19,386 people visited [www.charlestoncincodemayo.com](http://www.charlestoncincodemayo.com)  
300,000 people visited [www.facebook.com/CharlestonCinco](http://www.facebook.com/CharlestonCinco)  
5,000 Flyers were distributed to over 250 locations  
200 posters

### Online social media marketing

Youtube.com: Over 5,700 Views

Facebook.com: Over 2149 + Likes

Twitter.com: 195+ Followers

**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
- Sponsor for entertainment of choice (band, DJ, etc.)
- Category / Brand Exclusivity
- 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](http://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](http://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](http://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](http://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](mailto:latingroovecharleston@gmail.com)

Phone

843.813.2505

Website

[www.charlestoncinco.com](http://www.charlestoncinco.com)

You Tube

[http://www.youtube.com/watch?v=hArfu3wcrJQ&feature=channel\\_page](http://www.youtube.com/watch?v=hArfu3wcrJQ&feature=channel_page)

Facebook

[www.facebook.com/CharlestonCinco](http://www.facebook.com/CharlestonCinco)

