



HOW ABOUT INVESTING IN
DIVERSITY AND MULTICULTURALISM?



2018

INVESTMENT OPPORTUNITIES
MEXIFEST - CALGARY





EFFECTIVE

BEST MARKETING DOLLARS YOU WILL EVER SPEND

FLEXIBLE

CUSTOM FIT PACKAGES TO YOUR NEEDS AND BUDGET

AFFORDABLE

WE WANT YOU TO BE PART OF THE FESTIVAL, LETS TALK



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OR YOU CAN CHOOSE A SPONSORSHIP PACKAGE



VALUE	PRESENTING SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$8,000	BRONZE SPONSOR \$6,000
Your company Presents	●			
Category Exclusivity	●	●		
Main banner back stage	●	●	●	●
Bridge banner only sponsor	●			
Banner space over beer garden fence (prime space)	●	●	●	●
Live liners by MC	● 20 per day	● 12 per day	● 6 per day	● 3 per day
Custom interaction with public at main stage	●	●	●	
Program guide ad space	● back cover	● inside cover	● full page regular	● full page regular
Your logo in all printed and digital marketing pieces	●	●	●	●
Booth with power inside lower bowl (prime space)	●	●	●	●
Flexible spacing	●	●	●	●



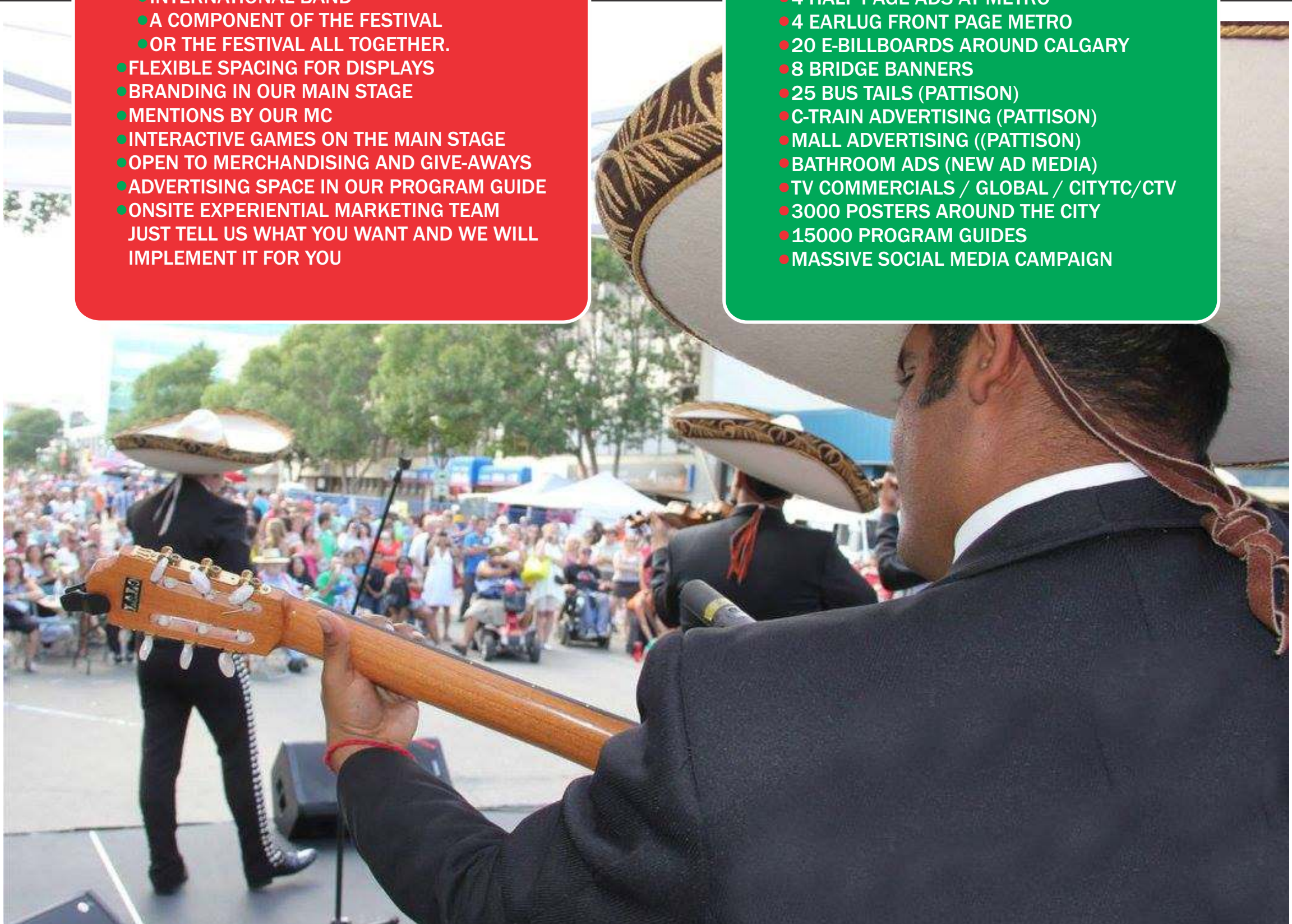
MANY WAYS TO BE INVOLVED

ENDLESS POSSIBILITIES DURING THE FESTIVAL

- YOUR COMPANY PRESENTS:
 - INTERNATIONAL BAND
 - A COMPONENT OF THE FESTIVAL
 - OR THE FESTIVAL ALL TOGETHER.
 - FLEXIBLE SPACING FOR DISPLAYS
 - BRANDING IN OUR MAIN STAGE
 - MENTIONS BY OUR MC
 - INTERACTIVE GAMES ON THE MAIN STAGE
 - OPEN TO MERCHANDISING AND GIVE-AWAYS
 - ADVERTISING SPACE IN OUR PROGRAM GUIDE
 - ONSITE EXPERIENTIAL MARKETING TEAM
- JUST TELL US WHAT YOU WANT AND WE WILL IMPLEMENT IT FOR YOU

BE PART OF OUR VERY EXTENSIVE MARKETING CAMPAIGN

- 4 QUARTER PAGES WITH METRO
- 4 HALF PAGE ADS AT METRO
- 4 EARLUG FRONT PAGE METRO
- 20 E-BILLBOARDS AROUND CALGARY
- 8 BRIDGE BANNERS
- 25 BUS TAILS (PATTISON)
- C-TRAIN ADVERTISING (PATTISON)
- MALL ADVERTISING ((PATTISON)
- BATHROOM ADS (NEW AD MEDIA)
- TV COMMERCIALS / GLOBAL / CITYTC/CTV
- 3000 POSTERS AROUND THE CITY
- 15000 PROGRAM GUIDES
- MASSIVE SOCIAL MEDIA CAMPAIGN



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YOU CAN SPONSOR A COMPONENT OF THE FESTIVAL

KIDS AREA SPONSOR

\$3000

We have an amazing kid's area which provides games learning and activities for the little ones. With partnership the sponsor would get branding in area and in program guide. This is a great investment opportunity for companies that want to reach the family component of the festival and prefers a bit more quiet marketing environment.

ENVIRONMENTAL PARTNER

\$4000

The sponsor will receive branding on all 20 waste stations, branding on volunteer t-shirts and recognition on stage and program guide.

VOLUNTEER PARTNER

\$2000

We value our volunteers greatly! We value them so much we provide full meals and snacks throughout the day to over 150 volunteers. The volunteer sponsor will have branding of our volunteer tent, branding on volunteer t-shirts and mentions on stage and in the program guide.

FRIEND OF THE FESTIVAL

\$1500

Looking to contribute to our event – why not be our greatest friend! Your sponsorship will include mentions on stage and in program guide as well as option to place a banner ad onsite.

INTERNATIONAL BAND PRESENTER

\$6000

We present international acts each year they are the highest attended shows and when the festival reaches peak attendance. You could be presenting one of these shows free for the community! Support multiculturalism and diversity!!! Make an entire community happy.

BEER GARDENS SPONSOR

\$5000

Our beautiful beer gardens are situated with prime views of the stage and festival area. As the beer garden sponsor you will get exclusive branding of the beer gardens and all the promo materials located inside the area.

PROGRAM GUIDE ANNOUNCER

\$1500

We publish a program guide each year highlighting all aspects of our event. Your sponsorship would include a "this program guide brought to you by" on each page of the program guide as well as add space for your company, we print 15,000 programs each year.

VIP FESTIVAL EXPERIENCE

\$5000

This one time offer is a real way to appreciate your clients or staff. The sponsor would receive an exclusive 12X12 area on the side of the stage with seating, food and beverages VIP Mexifest merchandise and meet and greet our international performers!!!! Area could fit 20-40 people and it is the Ultimate way to experience our event.





STILL CANT FIND WHAT YOU ARE LOOKING FOR?

THE PACKAGES PRESENTED IN THIS DOCUMENT ARE OUR STANDARD PACKAGES ONLY; IF YOU REQUIRE SOMETHING DIFFERENT, WE WILL HAPPY TO CUSTOMIZE A PACKAGE THAT FITS YOUR NEEDS AND BUDGET



WE NEED YOUR SUPPORT

TO BE ABLE TO PRODUCE AN EVEN BETTER EVENT EVERY YEAR THAT REMAINS FREE, WE NEED MORE PARTNERS FROM THE PRIVATE SECTOR, PLEASE GIVE US A CALL, THERE IS SO MANY WAYS TO BE INVOLVED.



CONTACT US

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