

2017 Fiesta In America Sponsorship Opportunities

Deadline for Sponsorship Bookings: May 31, 2017

PLATINUM SPONSORSHIP: \$65,000

1. Lock-out of competitive products or services.
2. Designation as **Presenting Sponsor**. Company logo will be placed **above the title of the event** in posters, post-cards, print advertisements and banners.
3. The trade exhibit area will be named after the sponsor and will be executed with a banner hung from the ceiling in the center above the said area.
4. Maximum of six (6) combined prime & standard booths at the trade exhibit area.
5. Back cover advertisement and a two (2) page editorial/advertisement within the FIESTA TALKS MAGAZINE, the official publication of FIESTA IN AMERICA to be distributed free to visitors at the door.
6. Two (2) 3-minute speaking time on stage for both days.
7. 30-minute production time on stage for both days.
8. Banner display at the venue lobby, at four (4) strategic locations of the venue and from the ceiling on both sides of the main stage.
9. Fifteen (15) 30-second video commercial spots on stage screen each day of the event or a total of thirty (30) spots for the duration of the event.
10. 40 VIP and 200 general admission tickets.
11. Exclusive use of two (2) seminar rooms for whatever purpose it may serve.
12. Entitlements A-C listed on Generic Sponsorship Entitlements page.

DIAMOND SPONSORSHIP: \$35,000

1. Designation as **Diamond Sponsor** of the event. Company logo will be placed within the **first line of the sponsors' listing** on posters, postcards and print advertisements.
2. Four (4) prime booths at the trade exhibit area.
3. Double page spread full color advertisement and one (1) full page editorial the FIESTA TALKS MAGAZINE.
4. Recognition as the Diamond Sponsor of the Children's Pavilion or the Food Court through a banner to be hung in front of the chosen sponsored pavilion.
5. One (1) 3-minute speaking time on stage on both days.
6. Banner display at four (4) strategic locations at the venue.
7. Ten (10) 30-second video commercial spots on stage screen each day of the event or a total of twenty (20) spots for the duration of the event.
8. 26 VIP and 120 general admission tickets.
9. Exclusive use of one (1) seminar room for whatever purpose it may serve.
10. Entitlements A-C listed on Generic Sponsorship Entitlements page.

RUBY SPONSORSHIP: \$25,000

1. Designation as **Ruby Sponsor** of the event. Company logo will be placed within the **second line of the sponsors' listing** on posters, postcards and print advertisements.
2. Three (3) prime booths at the trade exhibit area.
3. Inside front cover advertisement and one (1) full page editorial within the FIESTA TALKS MAGAZINE.
4. One (1) 3-minute speaking time on stage on both days.
5. Six (6) 30-second video commercial spots on stage screen each day of the event or a total of twelve (12) spots for the duration of the event.
6. 16 VIP and 70 general admission tickets.
7. Banner display at two (2) strategic locations at venue.
8. Use of the presentation seminar room for one (1) hour each day of the event.
9. Entitlements A-C listed on Generic Sponsorship Entitlements page.

GOLD SPONSORSHIP: \$15,000

1. Designation as **Gold Sponsor** of the event. Company logo will be placed within the **third line of the sponsors' listing** on posters, postcards and print advertisements.
2. Two (2) prime booths at the trade exhibit area.
3. Inside Back Cover advertisement within the FIESTA TALKS MAGAZINE.
4. Four (4) 30-second video commercial spots on stage screen each day of the event or a total of eight (8) spots for the duration of the event
5. Banner display at one (1) strategic location at the venue.
6. 10 VIP and 40 general admission tickets.
7. Entitlements A-C on Generic Sponsorship Entitlements page.

SILVER SPONSORSHIP: \$10,000

1. Designation as **Silver Sponsor** of the event. Company logo will be placed within the **third line of the sponsors' listing** on posters, postcards, print advertisements.
2. One (1) prime and one (1) standard booths at trade area.
3. One full page full color ad in the FIESTA TALKS MAGZN.
4. Two (2) 30-second video spots on stage screen each day of the event or a total of four (4) spots during the event.
5. 8 VIP and 30 general admission tickets.
6. Entitlements A-C on Generic Sponsorship Entitlements page.

BRONZE SPONSORSHIP: \$5,000

1. Designation as **Bronze Sponsor** of the event. Company logo will be placed within the **third line of the sponsors' listing** on posters, postcards, print ads.
2. One (1) prime booth at the trade exhibit area.
3. 6 VIP and 20 general admission tickets.
4. One (1) full page full color ad in FIESTA TALKS MAGZN.
5. Two (2) 30-second video spots on stage screen each day of the event or a total of four (4) spots for the duration of event.
6. Entitlements A-C on Generic Sponsorship Entitlements page.



2017 Sponsorship Confirmation

GENERIC SPONSORSHIP ENTITLEMENTS

- a. Placement of sponsor's logo in FIESTA IN AMERICA's website and hyperlink to sponsor's website for a period of one (1) year.
- b. Acknowledgements on stage by the cultural show's host/s.
- c. Installation of sponsor's banner on the sponsor wall.



2017 Sponsorship Confirmation (please check the appropriate box)

We are pleased to be the

- Platinum \$65,000 Diamond \$35,000 Ruby \$25,000 Gold \$15,000 Silver \$10,000 Bronze Sponsor \$5,000

of Fiesta In America at the Meadowlands Expo Center in Secaucus, New Jersey on August 12 and 13, 2017.

Company: _____

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-Mail: _____

Signature: _____ Date: _____

Sponsorship will be confirmed with a signed contract.

Sponsors are required to fill out the Exhibitor's Contract and the Advertising Reservation Form in order to ensure that booths are properly assigned and print advertisements are placed accurately. FIESTA IN AMERICA is not responsible for any unintentional omission resulting from non-submission of these forms. All additional entitlements not listed in the selected sponsorship package must be indicated below or presented separately in writing addressed to FIESTA IN AMERICA, 124 East 40th Street, Suite 1004, NY, NY 10016 for approval and inclusion in the sponsorship contract.

Additional Sponsorship Entitlements Requests:

