

OVERVIEW



The 6th Annual *Taste of Jalisco* festival (Feb 11-13, 2022) celebrates the 25-year sister city relationship between the cities of Cathedral City, California (USA) and Tequila, Jalisco (Mexico) through music, fashion, spirits, culture and cuisine.

It is a time for Cathedral City to celebrate the strength of its diversity and connect with its neighbors and friends for better understanding, harmony, and mutual respect, and reaffirm its diplomatic commitment to improving the lives of residents of both cities through dialogue and mutual projects.

More than 5,000 attendees gather downtown each year for the event to enjoy the opening ceremony, family carnival, culinary offerings, tequila tastings, car show, authentic craft vendors, live entertainment in the Cathedral City Amphitheater and more!

This year will also feature the debut of the Taste of Jalisco Gold Medal Tequila Awards.

PROGRAMS & ACTIVITIES

Taste of Jalisco features numerous event opportunities for brand & consumer engagement:

OPENING CEREMONY Feb 11

Taste of Jalisco kicks off Friday with a ceremonial flag-raising and official proclamation from the Mayor at City Hall. In attendance are dignitaries from Jalisco, media and VIPs along with live entertainment and the opening of the Carnival and Tequila Garden.

TASTE OF JALISCO DINNER Feb 11

On Friday night, an exclusive ticketed VIP cocktail hour and gourmet dinner event will be held at a top local restaurant, featuring authentic Jalisco cuisine, world-class tequilas and white glove service, overseen by a famous Mexican cuisine celebrity chef. A limited number of tickets will be available to consumers, VIPs and media.

HEADLINE PERFORMANCE - MEXICO LINDO Feb 12

Saturday night features the world-renowned Mariachi lineup of **Ballet Folklórico de Los Ángeles** and **Mariachi Garibaldi de Jaime Cuéllar** performing their hit show *Mexico Lindo* in the Cathedral City Community Amphitheater – a tribute to the Mariachi music that most famously originated in Jalisco.

CARNIVAL & FESTIVAL Feb 11 - Feb 13

CARNIVAL

New for 2022, Taste of Jalisco will feature a 50,000-sf carnival over 3 days with rides, amusements & games for all ages and families on the Festival Lawn in front of City Hall, including a huge Ferris wheel overlooking the entire city and surrounding areas











PROGRAMS & ACTIVITIES (cont'd)

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CARNIVAL & FESTIVAL Feb 11 - Feb 13

CRAFT VENDORS

Assorted craft vendors will line the thoroughfare adjacent to the Carnival, showcasing their wares from Mexican artisans and other local businesses for all three days

AUTO SHOW

Each day a Car Show featuring an amazing lineup of locally owned vehicles are displayed on Ave Lalo Guerrero, and showcase an array of high-end cars, customizations and more for auto enthusiasts

FOOD VENDORS

A mix of gourmet food trucks and stalls will offer authentic Jalisco-inspired food and other treats for attendees

TEQUILA GARDEN

The Tequila Garden, built in Town Square Park across from City Hall, will host a high-end cocktail experience for 21 and over attendees, including a Tequila Tasting with participating customers casting votes for their favorite tequilas, which will help determine the winners of the first annual **Taste of Jalisco Gold Medal Tequila Awards**

JALISCO COMMUNITY STAGE

Dedicated stage by City Hall hosting daily performances by local and regional musical groups and live acts celebrating Mexican arts & culture

additional events & activations can be added to meet sponsor needs & creative ideas











EVENT MAP



Events & activations take place in the downtown core adjacent to City Hall



VENDORS & FOOD TRUCKS

Vendors & Food Truck opportunities are available for all 3 days of the Taste of Jalisco

FESTIVAL VENDORS (price includes all 3 days)								
10x10 vendor (space only)	\$	375	w/ tent rental, 1 table & 2 chairs:	\$	675			
10x20 vendor (space only)	\$	650	w/ tent rental, 2 tables & 4 chairs:	\$	1150			
20x20 vendor (space only)	\$	1125	w/ tent rental, 4 tables & 8 chairs	\$	2000			
FOOD BOOTH/TRUCK (up to 10x30 space)	\$	\$ 750 deposit / held against 30% of gross sales						

Service Add-Ons			Marketing Add-Ons		
tent side walls (per 8' x 10' panel)	\$	25	logo/callout on festival maps	\$	75
power (20a)	\$	150	social media promo posts (2 posts pre-event, 1 story during)	\$	100
tent lighting (requires 20a power purchase)	\$	25	LED screen ad run 30x during day	\$	250
additional 6' table	\$	15			
additional folding chair	\$	5			

SELECTED VENDOR RULES

- No alcohol, tobacco, adult/sexual or political vendors are permitted
- All vendors must have valid CA Seller's permits and/or Health permits as required by law
- Vendors must exhibit for at least 2 days (Sat & Sun)
- Vendors can bring their own tents and generators or rent from the Festival.
- All tents and generators must meet Riverside FD and CCFD fire code regulations
- Tent signage must be approved by the Festival

In addition to the above rules, all vendors will be required to review and agree to all Taste of Jalisco Vendor Rules & Regulations, which will be provided at time of application.







FOR MORE INFORMATION **PLEASE CONTACT**

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CELEBRATION OF UILA, OUR SISTER CITY

JALISCO.