



JALISCO F FESTIVAL

A CELEBRATION OF OUR SISTER CITY

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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)

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

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



BRANDING OPPORTUNITIES

Sponsors have numerous opportunities to promote their brand in various high visibility mediums





overhead & light pole banners on Ave Lalo Guerrero



City Hall façade banners/gobos



bar branding in the Tequila Garden



City LED billboard & 16' screen on highway & Festival Lawn



branded Festival tents 10x10 to 20x60



Main Stage branding logos & LED wall backdrop



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websites & social media posts, stories and paid ads



official posters & flyers



festival maps & programs



official apparel & merchandise



perimeter fence branding



banner stands & signage



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...and more!

barricade & DJ booth wraps

PRIMARY SPONSORSHIPS

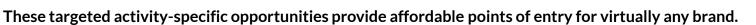
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Primary sponsorships give brands a mix of assets & exposure throughout all aspects of Taste of Jalisco

Benefit	BLANCO \$5K	REPOSADO \$10K	AÑEJO / PRESENTING \$20K
logo in promos, website & ads	basic	prominent / larger size	Presented By <logo> lock-up</logo>
Ave Lalo Guerrero banners	2 dedicated light pole banners	included in festival entry arch + 4 dedicated light pole banners	most prominent on entry arch + 8 dedicated light pole banners
popup banner signage	1 in Festival Lawn	1 in Festival Lawn + 1 in Amphitheater	2 in Festival Lawn + 2 in Amphitheater
stage branding	logo on all stage banners	larger logo on all stage banners + logo on Amphitheater proscenium arch	logo lock-up most prominently on all stage banners + proscenium arch
LED screen time	logo on LED loops	logo loop + 15% of all LED screen time	logo loop + 1/3 of all LED screen time
festival space for booth/experiential	10x10 space - no tent (\$500 value)	10x20 space - includes tent (\$1450 value)	20x20 space – includes tent (\$2500 value)
stage giveaways	2x daily from side stage	2x side stage + main stage during Headline Concert	3x side stage + main stage during Headline Concert
event tickets	2x Dinner + 4x Concert VIP package (\$800 value)	4x Dinner + 10x Concert VIP package (\$1800 value)	10x Dinner + 20x Concert VIP package (\$4000 value)
barcredit	\$150 bar credit to Tequila Garden	\$300 bar credit to Tequila Garden	\$500 bar credit to Tequila Garden
social media mentions	2x pre-event posts	4x pre-event posts + daily story during event	6x pre-event posts + 2x daily story during event
public relations/earned media	inclusion in press release	press release + dedicated media alert with quotes	most prominent coverage in all PR mediums
paid media	\$250 paid ad spend (online) to promote brand activation	\$500 paid ad spend	\$1000 paid ad spend

- all sponsors receive post-event photo recap of brand activation and are included in the official "sizzle reel" recap video
- custom activations are available upon request – additional costs may apply

TARGETED SPONSORSHIPS



Sponsorship	Description	# available	Cost
Ave Lalo Guerrero Light Pole	Exclusively brand a Light Pole on the main throughfare with 2 banners with your logo	4	\$500
Taste of Jalisco Dinner	Signage at the Dinner, opportunity to give 150 gift bag items, 4 tickets to attend the dinner (extra tickets available at additional cost)	4	\$1500 + gift items
Carnival/Ferris Wheel	Your logo displayed on the Ferris wheel LED screen, visible to thousands of people at event and across the city; includes 50 free rides	4	\$1500
Side Stage Title Sponsor	Naming rights and prominent banner branding on Community Stage; daily product giveaways onstage	1	\$2500
Side Stage Giveaway	In between performances, have the emcee give away your products from the stage with a big promo announcement. A great way to put your brand into eager hands and get visibility! Product giveaway during the Headline Concert in the Amphitheater	6 per day	\$200 per giveaway
Main Stage Giveaway	Froduct giveaway during the readine concert in the Amphiticater	4	\$500
Car Show Sponsor	Signage and branding in the Car Show including a $10x10$ activation booth with tent for customer interaction	2	\$1500
Tequila Garden Title Sponsor	Naming rights and prominent banner branding on Signage and branding inside the Tequila Garden including a 10x10 activation booth with tent, logo on drink menus, signature branded cocktail	1	\$1500

- Custom sponsorships/activations are available upon request
- All sponsorships over \$1000+ include website logo placement and inclusion in the event Press Release



VENDORS & FOOD TRUCKS

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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.

MEDIA & PROMOTION



All sponsors are included in the regional/national media & promotion campaign overseen by our retained media/PR team, with over 25 years experience in promoting high profile & large-scale events. Tactics and assets for the 2021 campaign include:



select 2021 sponsors may be featured in brand coverage on our media partner channels & coverage including radio, TV & streaming



a robust social media campaign will be launched for the return of Taste of Jalisco across all major social channels

the campaign will also engage major regional influencers & Latinx icons with a total social reach > 1mm

all sponsors will be included in targeted posts/stories and have exclusive content opportunities



our engaged PR firm will conduct an extensive regional and national campaign to publicize Taste of Jalisco across major media outlets

sponsors will be included in press releases, media alerts and ongoing story placements

each brand's PR team will have full access to event media and collaboration with our PR team



a full digital media campaign will be conducted to promote the event and sponsors, using:

regional email & partner databases paid digital/social campaigns Cathedral City digital assets sponsor/partner channels

all sponsors will be included in various campaign elements







FOR MORE INFORMATION PLEASE CONTACT

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