



S O U T H E R N

Salsa

F E S T I V A L

FOOD | DANCE | MUSIC | PRIZES

SAT, AUGUST 13TH, 2016 • 11AM - 9PM
2542 BROAD AVE • WATER TOWER PAVILION

**Sponsorship
Packages**



BECOME AN EVENT SPONSOR

As a Southern Salsa Festival partner, you gain exposure to thousands of consumers, while helping to support 98.5 New Mix FM, for Citizens Against Unfair Financial Practices of Memphis. To date this non profit's 501 (c) (3) mission is to assist consumers in understanding their responsibility to financial obligations. This signature fundraiser event features great music, dance and food. Targeting a diverse array of Memphis, and regional natives with an unquenchable hunger for fun and outdoor entertainment.

We are a 501 (c) (3) Tax-Exempt Status. All donations will receive a receipt of acknowledgment. Please consult with your accountant for tax purposes.

Southern Salsa Festival

We invite you to participate in this cost effective advertising option which also helps our community. The interest and support by individuals, businesses, and socially responsible organizations make it possible for CAUFP and 98.5 New Mix FM to continue providing programs, counseling ,and long term support to help citizens avoid and recover from financial hardships due to predatory lending and financial schemes that impose unfair or abusive loan terms on borrowers.

Business Sponsorship Opportunities:

Become a Premium Sponsor of the 1st Southern Salsa Festival and help us to continue helping our community with information and educating with important financial topics and contribute to the mission where 98.5 New Mix FM and CAUFP is working hard to reach the community with valuable advice. Sponsor Please see Sponsor Packages below.

Individual Sponsorship Opportunities (Unlimited)

Small business? Limited Marketing budget? Individual donor supporting a worthy cause? Local advertising and promotion at our event such as ours continue to be a prominent way to promote you and your business. We offer singular small packages which can fit into even the tightest of budgets to help get your name out there. Contact us today if interested.



Southern Salsa Festival - Sponsorship Packages

	PLAIN \$600	MILD \$800	MEDIUM \$1,000	HOT \$3,000	EXTRA HOT \$5,000	NEW MIX BOMB \$10,000
PLAN A	Banner Sponsor Listed as sponsor w/Logo placement on our website 4X4 Banner (supply by sponsor) Standard Size 10 x 10 booth Standard Location	Banner Sponsor Listed as sponsor w/Logo placement on our website 4X6 Banner (supply by sponsor) Standard Size 10 x 10 booth Standard Location Mentions in Radio as sponsor In Salsa Festival spot	General Sponsor Listed as sponsor w/Logo placement on our website 4X8 Banner (supply by sponsor) Standard Size 10 x 10 booth Standard Location Mentions in Radio as sponsor In Salsa Festival spot Listed as sponsor w/Logo placement on our Stage Banner Complimentary Food and Beverage Patron Credentials Promotions in Social Media Up to 4 Patron Tickets to the event	Activity Sponsor Listed as sponsor w/Logo placement on our website 4X8 Banner (supply by sponsor) Standard Size 10 x 10 booth Standard Location Mentions in Radio as sponsor In Salsa Festival spot Listed as sponsor w/Logo placement on our Stage Banner Complimentary Food and Beverage Patron Credentials Promotions in Social Media Up to 6 Patron Tickets to the event Print Advertising (Logo) Recognition of support on Stage Reserved Parking Mentions in Radio as Sponsor TOPAZ Package (2 weeks) (25 Spots p/week, 30sec each)	Music Stage Sponsor Listed as sponsor w/Logo placement on our website 4X8 Banner (supply by sponsor) Standard Size 10 x 10 booth Standard Location Mentions in Radio as sponsor In Salsa Festival spot Listed as sponsor w/Logo placement on our Stage Banner Complimentary Food and Beverage Patron Credentials Promotions in Social Media Up to 10 Patron Tickets to the event Print Advertising (Logo) Recognition of support on Stage Reserved Parking Mentions in Radio as Sponsor SAPPHIRE Package (1 month) (25 Spots p/week, 30sec each) Premium Banner Placement (stage..) 3 months of add rotation on a premium space on the website	Presenting Sponsor Listed as sponsor w/Logo placement on our website 4X8 Banner (supply by sponsor) Standard Size 10 x 10 booth Standard Location Mentions in Radio as sponsor In Salsa Festival spot Listed as sponsor w/Logo placement on our Stage Banner Complimentary Food and Beverage Patron Credentials Promotions in Social Media Up to 24 Patron Tickets to the event Print Advertising (Logo) Recognition of support on Stage Reserved Parking Mentions in Radio as Sponsor RUBI Package (3 months) (25 Spots p/week, 30sec each) Premium Banner Placement (stage..) 6 months of add rotation on a premium space on the website
	\$700	\$900	\$1,500	\$3,800	\$7,000	\$15,000
PLAN B	4X5 Banner (supply by sponsor) Replacing the banner from Plan A	4X8 Banner (supply by sponsor) Replacing the banner from Plan A	Mentions in Radio as Sponsor TOPAZ Package (1 week) (25 Spots p/week, 30sec each) Replacing Spots from Plan A	Mentions in Radio as Sponsor SAPPHIRE Package (1 month) (25 Spots p/week, 30sec each) Replacing Spots from Plan A	Mentions in Radio as Sponsor EMERALD Package (2 months) (25 Spots p/week, 30sec each) Replacing Spots from Plan A	Mentions in Radio as Sponsor DIAMOND Package (6 months) (25 Spots p/week, 30sec each) Replacing Spots from Plan A

Booth Space

Business booth spaces are 10' X 10' area. The sponsorship price is based on basic footage. If additional requirements are needed please contact 98.5 New Mix FM.

We'll have Booths for Vendors with sales food or products, booths for Vendors with no sales and a Non Profit Organizations

Banners

For Low budget or small business we also have the options to show the business banner in specific areas in the Water Tower Pavilion. All the banners or we can arrange for the banner to be produced, send the artwork and the information to 98.5 New Mix FM email (events@985newmixfm.org)



Booth Space

Vendor Non-Profit	Vendor Non-Sales	Vendor Sales
\$100	\$150	\$200
Standard Size 10 x 10 booth Standard Location	Standard Size 10 x 10 booth Standard Location	Standard Size 10 x 10 booth Standard Location

* If additional requirements are needed please contact 98.5 New Mix FM for Pricing

Banners

SIZE	COST	All banners are supplied by vendor
4 X 4	\$400	
4 X 5	\$450	
4 X 6	\$500	
4 X 7	\$550	
4 X 8	\$600	

* If additional requirements are needed please contact 98.5 New Mix FM for Pricing

Contact Us:

To become a Sponsor of the 1st Southern Salsa Festival please email to events@985newmixfm.org or call:

Contact: Felix Cordova
Telephone: (901) 550-0286
Email: felixcordova@caufp.org
Website: 985newmixfm.org