SPONSORSHIP OPPORTUNITIES

56th ANNUAL

Fiesta Mexicana
Woodburn
CELEBRATING FAMILY AND CULTURE
WWW.WOODBURNFIESTAMEXICANA.COM

Oregon HERITAGE Tradition
SINCE 1910

The Fiesta Mexicana in Woodburn is celebrating its 56th Anniversary in 2019. Founded in 1964 and originally an "End of Harvest" Fiesta for migrant workers in the Woodburn area, Fiesta Mexicana is an Oregon Heritage Tradition event and was named the Best Cultural Event in the state by the Oregon Festival & Event Association.

You will experience the people, music, art, food and culture of the Mexican people. Fiesta Mexicana offers a wide assortment of activities, from music, dance, performing arts, visual arts, children's activities, soccer tournament, cultural education, authentic Latin food as well as a weekend of local and international entertainment.

AUGUST
2-4, 2019
LEGION PARK
Woodburn, Oregon

Fiesta Sponsorship Packages

	Community Sponsor $1,000	Official Sponsor $2,500	Anniversary Sponsor $5,000	Presenting Sponsor $10,000	Title Sponsor $20,000
Listed as Sponsor of the Fiesta Mexicana.	√	√	√	√	√
Logo placed on website sponsorship page.	√	√	√	√	√
Social Media Campaign (English /Spanish): Facebook, email marketing (Constant Contact)	√	√	√	√	√
Hang banner(s) on the festival site. Banners to be provide by vendor and hung by Fiesta.	1	1	2	4	6
VIP Lunch Passes	2	2	4	6	8
Opportunity for personal contact with attendees, vendors and other Sponsors.		√	√	√	√
A location on the festival site for promotional displays and merchandising opportunities		10x10	10x10	10x20	10x30
Family Stage verbal mentions		√	√	√	√
Fiesta Mexicana passes		10	25	50	100
On-site signage opportunities to be developed and implemented by Fiesta Mexicana		√	√	√	√
Advertising - Television, Radio, Newspaper Coverage			√	√	√
VIP Parking			√	√	√
Logo placed on Fiesta Mexicana tickets			√	√	√
VIP Parking entrance, and recognition				√	√
Link to Sponsor site on website on webpage				√	√
Logo placed on all Fiesta Mexicana shirts				√	√
Opportunity to address the crowd on Family Stage				√	√
Listed as Title Sponsor on all press releases					√
Opportunity for couponing and marketing special discount printed ads on flyers or on tickets.					√
Title Sponsorship Fiesta Mexicana. For example, the "Name of Organization Fiesta Mexicana"					√
Advertising - Listed as Title Sponsor on Spanish-English language media outlets.					√
Title Sponsor will have the right and flexibility to promote partnership in its own materials					√

TREMENDOUS

GROWTH & OPPORTUNITY WITH THE HISPANIC MARKET

Fiesta Mexicana Woodburn
Celebrating Family and Culture

You do not want to miss out on this amazing opportunity to get up close and personal with Oregon's Hispanic consumers and there's no better way in Oregon to do just that. Here is why you want to be a part of this emerging market:

Over 55 million Hispanics live in the US and the Latino community is expected to grow 115% from 2014 to 2060, making up 29% of the US population by 2060.

• 84% of the Latinos in Oregon are of Mexican descent, 60% of Latinos are under the age of 35.

• According to the U.S. Census figures, the Hispanic population in Oregon grew to over 450,000 over the past 10 years. That is up to 12% of the population here in Oregon.

• Hispanics are the youngest and fastest growing market in Oregon with an average age of 28 vs. the general population of 38.

• The Hispanic purchasing power in the United States is now over $1.3 trillion.

• As Oregon's Hispanic population grows in size, it's also increasing in economic and political power. Savy marketers realize that the Hispanic community is a growing demographic that cannot afford to be overlooked.

WOODBURN

is the heart if the Hispanic community of Oregon!

You are not going to want to miss an opportunity to connect with the fastest growing market in Oregon! ~The Fiesta Mexicana is the largest Hispanic event in the Mid-Willamette Valley! ~With over 25,400 people in attendance in 2018, we expect the event to continue to grow tremendously every year!

Fiesta Mexicana

Woodburn

CELEBRATING FAMILY AND CULTURE

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WOODBURN
OREGON
Incorporated 1889

Travel WOODBURN

Oregon HERITAGE Tradition
SINCE 1910

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Fiesta Mexicana

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