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# 2012 ¡Salud a Cinco de Mayo! National Festival

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## SPONSORSHIP PACKAGES

Sponsoring the *LULAC ¡Salud a Cinco de Mayo! National Festival* is an ideal way to reach over 20,000 Latinos from metropolitan Washington, D.C. Sponsors of the 2012 LULAC National Health Festival will be recognized as sponsors and listed in all promotional material, including the program. The following packages are offered at the levels indicated.

### Presenting Sponsor—\$50,000+

- Title sponsorship of the LULAC National Health Festival is limited to one partner from each industry
- Your company's name and logo included in all event marketing materials as featured presenting sponsor
- Company representative will be recognized as presenting sponsor at opening ceremony
- Master of Ceremonies makes 2 announcements from main stage directing attendees to presenting sponsor expo booth
- A featured opportunity to participate in the festival program (specific participation TBD)
- Prominent recognition by Festival MC
- 15 Invitations to VIP tent
- Logo and company name included in LULAC's pitches to television, print, and radio partners
- Prominent logo recognition in promotional printed materials
- Logo included on the main stage banner
- Logo included on Cinco de Mayo t-shirts, hats and festival program
- Prominent logo recognition and Web Link on the event website
- Four 10'x10' exhibit spaces with high priority placement

### Gold Sponsor—\$20,000+

- An opportunity to participate in the festival program (specific participation TBD)
- Prominent recognition by Festival master of ceremonies
- 10 Invitations to VIP tent
- Logo and company name included in LULAC's pitches to television, print, and radio partners
- Logo included in promotional printed materials
- Logo included on the main stage banner
- Logo included on Cinco de Mayo t-shirts, hats and festival program
- Logo & Web Link on event website
- Three 10'x10' exhibit spaces—priority placement

### Silver Sponsor—\$10,000+

- 5 Invitations to VIP tent
- Recognition by Festival M.C.
- Logo included in printed materials
- Logo & Web Link on event website
- Logo included on t-shirts and programs
- Two 10'x10' exhibit spaces

### Bronze Sponsor—\$5,000+

- Recognition by Festival Master of Ceremonies
- Logo included in promotional printed materials
- Logo & Web Link on event website
- Logo included in festival programs
- One 10'x10' exhibit space

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

|                          |        |
|--------------------------|--------|
| • Program Book           | 25,000 |
| • Registration Bags      | 25,000 |
| • Sponsor/VIP Lounge     | 20,000 |
| • Badges                 | 15,000 |
| • Shuttle Transportation | 15,000 |
| • Marketing Circular     | 10,000 |
| • Event Web Site         | 10,000 |
| • Pocket Agenda          | 5,000  |
| • Press Area             | 3,000  |

### IN-KIND SERVICES

#### Printing

Commemorative poster, promotional brochure.

#### Communication Equipment

Walkie-talkie radios, cellular phones, etc.

#### On-Site Command Center

Computers, printers, etc.

#### Ground Transportation

Shuttle service, rental vehicles for non-profits.

#### Promotional Advertisements

Advertisement placements to promote convention

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### SPONSORSHIP AGREEMENT:

Please print or type the requested information below as it should appear in the event program and name badge:

Name \_\_\_\_\_ Title \_\_\_\_\_

Corporation/Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

#### Select sponsorship level below.

- Presenting—\$50,000:** Title sponsorship of the LULAC National Health Festival is limited to one partner from each industry; Your company's name and logo included in all event marketing materials as featured presenting sponsor; Company representative will be recognized as presenting sponsor at opening ceremony; Master of Ceremonies makes 2 announcements from main stage directing attendees to presenting sponsor expo booth; A featured opportunity to participate in the festival program (specific participation TBD); Prominent recognition by Festival MC; 15 Invitations to VIP tent; Logo and company name included in LULAC's pitches to television, print, and radio partners; Prominent logo recognition in promotional print materials; Logo included on the main stage banner; Logo included on Cinco de Mayo t-shirts, hats and festival program; Prominent logo recognition and Web Link on the event website; Four 10'x10' exhibit spaces with high priority placement.
  
- Gold—\$20,000:** An opportunity to participate in the festival program (specific participation TBD); Prominent recognition by Festival master of ceremonies; 10 Invitations to VIP tent; Logo and company name included in LULAC's pitches to television, print, and radio partners; Logo included in promotional print materials; Logo included on the main stage banner; Logo included on Cinco de Mayo t-shirts, hats and festival program; Logo & Web Link on event website; Three 10'x10' exhibit spaces—priority placement.
  
- Silver—\$10,000:** 5 Invitations to VIP tent; Recognition by Festival Master of Ceremonies; Logo included in promotional print materials; Logo & Web Link on event website; Logo included on Cinco de Mayo t-shirts and in festival programs; Two 10'x10' exhibit spaces.
  
- Bronze—\$5,000:** Recognition by Festival Master of Ceremonies; Logo included in promotional print materials; Logo & Web Link on event website; Logo included in festival programs; One 10'x10' exhibit space.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

**Mail this agreement to:**  
**LULAC National Office**  
1133 19<sup>th</sup> Street, NW, Suite 1000  
Washington, DC 20036  
(202) 833-6130 FAX (202) 833-6135

**Make check payable to:** LULAC Institute. For more information about sponsorship packages, advertisements and exhibits, call (202) 833-6130 or email: [MMarsans@LULAC.org](mailto:MMarsans@LULAC.org) or visit our website at: [www.LULAC.org](http://www.LULAC.org). *Federal agencies use DUNS #789553372 "LULAC Institute, Inc."*

**SPONSOR CHECKLIST**

- Agreement Form:** Please sign and fax to Mario Marsans at (202) 833-6135 as soon as possible.
- Payment:** Make checks payable to the LULAC Institute and send to the LULAC National Office, 1133 19<sup>th</sup> St. NW, Suite 1000, Washington, DC 20036 by 4/27/12. Federal agencies use DUNS #789553372 “LULAC Institute, Inc.”
- Exhibit:** Please complete and send exhibit agreement forms to [mmarsans@lulac.org](mailto:mmarsans@lulac.org) as soon as possible.
- Company Logo:** Email an Encapsulated PostScript (EPS) version of your logo to Jorge Trasmonte, LULAC Director of Technology, at [JTrasmonte@LULAC.org](mailto:JTrasmonte@LULAC.org) by 4/20/12. This will be used for recognition on the website and in print materials appropriate to your sponsorship level (banner, promotional flyers, program, hats, t-shirts, etc.).
- Registration Forms:** Please send name, title and company of VIP ticket recipients to [VTrasmonte@LULAC.org](mailto:VTrasmonte@LULAC.org) by 4/20/12.
- Corporate Representative:** Please contact Silvia Perez-Rathell at (202) 833-6130 or by email at [SPerez@LULAC.org](mailto:SPerez@LULAC.org) to confirm the representative who will give sponsor remarks for your chosen event by 6/20/12. Please provide the name and title of the person accepting the recognition at the event and also a point of contact with email and cell phone number.