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Website: [www.HermistonCincodemayo.com](http://www.HermistonCincodemayo.com)  
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## SPONSORSHIP OPPORTUNITIES

May 5, 2024

Taking place at



1705 E Airport Rd.  
Hermiston, OR 97838



## TO ALL OUR FRIENDS IN THE COMMUNITY

Friends of the Hermiston Hispanic & Latino Community:

Hermiston Cinco De Mayo, Inc is an IRS 503(c)(3) tax-exempt non-profit corporation formed under the auspices of the City of Hermiston's Hispanic Advisory Committee (HAC). Our organization is committed to adding positives to our community by using culture, diversity, unity, and celebration as a manner to give to others.

Like most great events, our organization made a presence in 2013. From humble beginnings, the Hermiston Cinco de Mayo Event began as a small six-hour celebration in downtown Hermiston. After successfully putting on this event in the years to follow, the festival outgrew Hermiston's downtown, and we are now putting on this event on the largest platform Hermiston has to offer at Hermiston's Eastern Oregon Trade & Event Center (EOTEC).

Having grown from a six-hour event in downtown Hermiston, Hermiston Cinco de Mayo is now a two-day event at EOTEC. Thanks to our sponsors and contributors throughout the years, we have had over 4,500 individuals attend and enjoy our events, festivities, and entertainment in our 2019 Celebration.

For the years of 2020, 2021, and 2022, Hermiston Cinco de Mayo was forced to cancel the annual event in order to keep our community members safe. Thankfully, in 2023 we were able to ramp up the event once more. The event had a turnout of about 2,300 visitors various vendors and an impressive list of musical artists.

Hermiston Cinco De Mayo, Inc., would love to have you be part of this event by serving as a sponsor. Through your sponsorship of Hermiston Cinco De Mayo 's 2024 event, countless amount of community leaders, friends, and associates will benefit from your sponsorship. As a result of your sponsorship, this will help provide a substantial number of opportunities for your business by gaining exposure to the community at large, and at the same time supporting a great cause.

The different levels of sponsorship have been delineated on the pages to follow and since we are a non-profit organization, your contribution is tax deductible. With your help, the 2024 Hermiston Cinco De Mayo event will include a wide variety of live entertainment, giveaways, and food. Furthermore, we hope to provide multiple means of media to advertise and cover this event, including radio, print and social media. In all, with your financial contribution and our passion to give to our community, Hermiston Cinco De Mayo 2024 will be an enormous success.

The Cinco De Mayo directors and I thank you for considering this request.

Very truly yours,

Moises Lopez  
President  
Hermiston Cinco De Mayo, Inc.



## SPONSORSHIP OPPORTUNITIES

Featuring national, regional, youth and local musical acts and dance performances.



### MAIN STAGE PLATINUM OFFICIAL SPONSOR

Fee - \$5,000.00 or more Includes;

- Announcements 20x a day as official main stage sponsor
- 10' X 20' exhibit booth space in premium location
- 5 Banner placements - 3 at stage & 2 within event site (banners provided by sponsor)
- 3 Custom posts on social media sites, Facebook & Instagram
- 2 Emails marketing company logo placement with link to website through Constant Contact
- Front page website hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.



### MAIN STAGE GOLD MAJOR SPONSOR

Fee - \$2500.00 - \$4999.99 Includes;

- Announcements 15x a day a major main stage sponsor
- 10' X 10' exhibit booth space in premium location
- 2 Banner placements - 1 at stage & 4 within event site (banners provided by sponsor)
- 2 Custom posts on social media sites, Facebook & Instagram
- 1 Emails marketing company logo placement with link to website through Constant Contact
- Sponsor page hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.



### MAIN STAGE SILVER SUPPORTING SPONSOR

Fee - \$1500.00 - \$2499.99 Includes;

- Announcements 10x a day as official main stage sponsor
- 10' X 10' exhibit booth space
- 2 Banner placements - 1 at stage & 2 within event site (banners provided by sponsor)
- 1 Emails marketing company logo placement with link to website through Constant Contact
- Sponsor page hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- zCompany name included as a sponsor in all press releases and media kits.



### MAIN STAGE BRONZE SPONSOR

Fee - \$500.00 – \$1499.99 Includes;

- 10' X 10' exhibit booth space
- 1 Banner placements - 1 within event site (banner provided by sponsor)
- Sponsor page hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.



Electronic Payment for sponsorship follow link or Scan QR CODE:

<https://www.zeffy.com/en-US/ticketing/da365460-31e6-4499-8093-fbd1c8fa85ab>



### **INTERNET COVERAGE**

HermistonCincodemayo.com is the official Website for Hermiston Cinco de Mayo. Website Google search engine lists Hermiston Cinco de Mayo on the first page via a general search of the words "Hermiston Cinco de Mayo."

### **FACEBOOK + INSTAGRAM**

Facebook updates will occur regularly throughout the month of April and before the event in May. Page "Likes" increased again over last year, currently the "Hermiston Cinco de Mayo 2023" Festival page has more than 2,300 likes. Facebook was used continuously to promote the event through video postings, logo placements, event features, volunteer recruitment and more. Facebook posts are also linked to Instagram @HermistonCincodemayo.

### **WORD OF MOUTH**

As evident by the number of returning visitors, the Cinco de Mayo Festival has become popular by word of mouth. There are many factors that contribute to building "word of mouth" including; longevity, affordability for families, variety of vendors both food and non-food, a strong entertainment component and a variety of unique festival features like a carnival, special sponsor attractions and more.

## **WANT TO BECOME A SPONSOR?**

### **CONTACT US TO LEARN HOW:**

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