



*Avenida Guadalupe Association (1979-2011)
 Celebrating over 30 years of Empowering our
 Community, Developing our Commerce and Honoring
 our Culture*

2012 Sponsor Package

EMPOWERMENT \$50,000

- Presenting, top tier sponsorship recognition at all listed 2012 events
- Reserved seats, tickets and/or access passes to all 2012 events: Cinco de Mayo (10); 16 de Septiembre Events: Press Conference (5), Parade (10), VIP Reception (15), Gala (20); and Holiday Lighting (10)
- Option to provide Avenida with banner placement at each of these events: Cinco de Mayo (1); 16 de Septiembre Events: Press Conference (1), Parade (2), Festival Stage (1), Festival Area (2), VIP Reception (1), Kids Area (1); and Holiday Lighting (1)
- Logo placement on 16 de Septiembre Parade & Festival overhead street banner at four (4) San Antonio streets
- Two (2) complimentary 10'x10' booths in prominent placement on festival grounds
- Master of Ceremony/DJ festival recognition to audience as presenting sponsor from 10a-5p
- Two (2) complimentary commercial parade entries with 1st in commercial line-up
- Prominent logo placement on Avenida Guadalupe Association website, option to include link to sponsor website
- Prominent logo placement on all printed materials for 2012 events
- Two (2) complimentary rentals of the Plaza Guadalupe, January 2012-December 2012
- Two (2) complimentary rentals of El Progreso Hall, January 2012-December 2012

DEVELOPMENT \$25,000

- Tier two sponsorship recognition at all listed 2012 events
- Reserved seats, tickets and/or access passes to all 2012 events: Cinco de Mayo (10); 16 de Septiembre events: Press Conference (2), Parade (10), VIP Reception (10), Gala (10); and Holiday Lighting (10)
- Option to provide Avenida with banner at Cinco de Mayo (1); 16 de Septiembre events: Parade (2), Festival (2); and Holiday Lighting (1)
- Option for logo placement on 16 de Septiembre Parade & Festival overhead street banner at four (4) San Antonio streets, provided no sponsor at *Empowerment* level
- One (1) complimentary booth in prominent placement on festival grounds
- One (1) complimentary commercial parade entry with 2nd in commercial line-up
- Prominent logo placement on Avenida Guadalupe Association website, option to include link to sponsor website
- Tier 2 logo placement on all printed materials for 2012 events
- One (1) complimentary rental of the Plaza Guadalupe, January 2012-December 2012
- One (1) complimentary rental of El Progreso Hall, January 2012-December 2012



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2012 Sponsor Package

CULTURE \$15,000

- Tier 3 sponsorship recognition at all listed 2012 events
- Reserved seats, tickets and/or access passes to all 2012 events: Cinco de Mayo (4); 16 de Septiembre events: Press Conference (2), Parade (5), VIP Reception (5), Gala (4); and Holiday Lighting (10)
- Option to provide Avenida with banner at Cinco de Mayo (1); 16 de Septiembre events: Parade (1), Festival (1); and Holiday Lighting (1)
- One (1) complimentary booth in festival grounds
- One (1) complimentary commercial parade entry 3rd in commercial line-up
- Logo placement on Avenida Guadalupe Association website, option to include link to sponsor website
- Tier 3 logo placement on all printed materials for 2012 events

AMIGO \$7,500

- Tier 4 sponsorship recognition at all listed 2012 events
- Reserved seats, tickets and/or access passes to all listed 2012 events: Cinco de Mayo (5); 16 de Septiembre events: Press Conference (2), Parade (2), VIP Reception (2), Gala (4); and Holiday Lighting (5)
- Option to provide Avenida with one (1) banner placement in Festival Area at 16 de Septiembre 2012 event
- One (1) complimentary booth on festival grounds
- One (1) complimentary commercial parade entry in commercial line-up
- Tier 4 logo placement on Avenida Guadalupe Association website, option to include link to sponsor website
- Tier 4 logo placement on all printed materials for 2012 events

NEIGHBOR..... \$2,500

Reserved seating at listed 2012 events: Cinco de Mayo (2), Parade (2), VIP Reception (2), Gala (2), Holiday Lighting (2); plus listed as Supporting Sponsor on Gala program

PREMIUM GALA TABLE \$2,500

One (1) premium reserved table, table signage and sponsorship listed in program

GALA TABLE..... \$1,500

One (1) reserved table, including table signage



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2012 Events Calendar

Cinco de Mayo Commemoration

Avenida Guadalupe Association, Consol de México & Instituto de México
*Friday, May 4, 2012 at 9:00am
The Plaza Guadalupe
Complimentary continental breakfast will be provided*

City of San Antonio 16 de Septiembre Commission & Avenida Guadalupe Association Press Conference

*Wednesday, August 29, 2012, 10:00am
El Progreso Hall*

Avenida Guadalupe Association 16 de Septiembre 31st Anniversary Celebrations

16 de Septiembre Gala & Ernie Awards Ceremony
*Thursday, September 6, 2012, 6:00 pm (date subject to change)
La Villita Assembly Hall*

16 de Septiembre Parade & Festival, Saturday, September 15, 2012
*Drill Team Competition at 8:00am, Parade step off at 10:00am,
Festival 8:00am-5:00pm, Kids' Area 1:00pm-4:00pm,
and VIP Reception 10:00am-2:00pm*

4th Annual Avenida Neighborhood Holiday Lighting
*Friday, December 7, 2012, 6:00 pm (date subject to change)
The Plaza Guadalupe*