



# ***Sponsorship Package***

## **HISTORY OF “LA FIESTA DE SAN GABRIEL”**

La Fiesta de San Gabriel, as it is formally known, celebrates the anniversary of the founding of Mission San Gabriel Archangel. The Fiesta has been on Labor Day Weekend for year, marking the September 8, 1771, date when the Mission was established. Mission San Gabriel is the fourth of the original 21 California missions. The Mission, museum, and grounds are State Historic Landmark No. 158.

### **BRIEF DESCRIPTION**

The Fiesta begins with a Volunteer Mass and Coronation of the Fiesta Royal Court two weeks before the Fiesta Weekend. Over the course of three days of the actual Fiesta: Friday, August 31, Saturday, Sept. 1, and Sunday, Sept. 2, 2018 (Labor Day Weekend), families from our local city and as far as Temecula, come together for a family-oriented festival filled with cultural, historic, and religious activities for all ages, international foods, exciting games, and rides. Highlights include live entertainment, major awards/prizes worth more than \$15,000, and feature the gathering site for the annual Los Pobladores Walk to Los Angeles.

### **STATISTICS**

- Volunteer’s Mass / Coronation attendance is more than 300 people.
- More than 25,000 people from the Los Angeles metropolitan area and Southern California attend.
- The Fiesta is advertised in local newspapers and publicized in places such as television, radio, local and regional newspapers (such as the San Gabriel Valley Newspaper Group).
- English/Spanish/Asian radio, television, and newspaper media are invited to report on the Fiesta, and featured on local television news coverage.
- A multi-cultural community comes together to celebrate Fiesta.
- Live entertainment is hosted on the Fiesta stage each evening from 5 pm to 11 pm.
- The Fiesta runs for two days and three nights.
- There are more than 50 booths with international foods, beverages, games and prizes (a limited number of booths are available for sponsors).
- Museum exhibits and the beautiful gardens can be seen on self-guided tours.

## **Who We Are**

San Gabriel Mission is a state and nationally recognized California historic Mission that also supports both a co-ed elementary school and all-girls International Baccalaureate high school in addition to its many ministries. We serve more than 40 groups in one or more of the following language groups: English, Chinese, Italian, Spanish, Tagalog or Vietnamese.

Our largest and most celebrated fundraiser is the Annual La Fiesta de San Gabriel and 2018 marks the 247<sup>th</sup> year of service to the large, diverse community in the San Gabriel Valley, Los Angeles, and surrounding counties.

## **Purpose of Sponsorship**

The Mission is looking to partner with major strategic sponsors in order to further our own vision of helping the thousands of families and individuals we service throughout the year. In February 2014, the San Gabriel Mission expanded its services to people to include a weekly Food Pantry on Sunday mornings. Services such as our Food Pantry provide critical support to the over 150 families and individuals in the San Gabriel community.

## **Why Sponsor?**

As a Sponsor of La Fiesta de San Gabriel, your company will be advertised to an estimated 20,000 to 25,000 people from Los Angeles County and surrounding Counties who annually attend our Fiesta.

Corporate Sponsors benefit through the Advertisements which will appear in regional and local newspapers, the Fiesta poster, your Advertisement in the official Fiesta Souvenir Program (see complete details in the following Sponsorship Packages section) and our La Fiesta website.

By sharing in this prestigious event, your sponsorship contribution will serve as an example of your major involvement in giving to and supporting the San Gabriel Valley community.

**San Gabriel Mission Church**  
**428 S. Mission Dr. ♦ San Gabriel ♦ CA ♦ 91776**  
**Telephone: (626) 457-3035 ♦ Facsimile: (626) 282-5308**

# Corporate Sponsorship Packages

## Stage & Entertainment Fiesta Super Sponsor - \$10,000

- Display your banners/signs at the Fiesta Stage
- Double booth or designated area provided on Fiesta grounds
- Two full page advertisements in the color Fiesta Program in premium position
- Display logo on Fiesta Posters and literature
- One year of free advertising on new Fiesta website along with a 1,000 word sponsor highlight write up and link to your own website
- Receive the Fiesta Super Sponsor Appreciation Plaque

## Platinum Corporate Sponsor - \$5,000

- Display your banner/sign on Fiesta grounds
- One booth provided on Fiesta grounds if requested
- One full page advertisement in the color Fiesta Program in premium position
- Display logo on Fiesta Posters and literature
- One year of free advertising on new Fiesta website along with a 1,000 word sponsor highlight write up and a link to your own website
- Receive the Fiesta Sponsor Appreciation Plaque

## Gold Corporate Sponsor - \$3,500

- One booth provided on Fiesta grounds if requested
- One full page advertisement in the color Fiesta Program
- Display logo on Fiesta Posters and literature
- One year of free advertising on new Fiesta website along with a 500 word sponsor highlight write up and a link to your own website
- Receive the Fiesta Sponsor Appreciation Plaque
- Additional recognition at some special Fiesta events with its banner displayed at the event

## Fiesta Promotional Booth – 3 Days/\$800 or 1 Day/\$400

- 10' x 10' booth for information displays and sponsor tables
- Booth sponsor banner or sign may be displayed on booth
- Strategic location provided with high traffic

# Program Book & Banner Sponsorship Opportunities

## Full Page Program Ad / Fiesta Color Program & Website Marketing \$550

- Full Page Color Ad in Fiesta Program (H:11 x W:8.125)
- Posted on Website: Logo, Services, Contact Info, Link to your website

## Full Page Program Ad / Fiesta Color Program ONLY \$475

- Full Page Color Ad in Fiesta Program (H:11 x W:8.125)

## Half Page Program Ad / Fiesta Color Program & Website Logo Post \$400

- Half Page Color Ad in Fiesta Program (H:5.5 x W:8.125)
- Posted on Website: Logo, Services, Contact Info

## Half Page Program Ad / Fiesta Color Program ONLY \$325

- Half Page Color Ad in Fiesta Program (H:5.5 x W:8.125)

## Quarter Page Program Ad / Fiesta Color Program & Website Logo Post \$250

- Quarter Page Color Ad in Fiesta Program (H:5.5 x W:4)
- Posted on Website: Logo, Services

## Quarter Page Program Ad / Fiesta Color Program ONLY \$175

- Quarter Page Color Ad in Fiesta Program (H:5.5 x W:4)

## Business Card Program Ad / Fiesta Color Program Only \$100

- Business Card Color Ad in Fiesta Program (H:2 x W:3.5)
- Business Name posted on website
- **Add \$25 to post Business Logo on website**

## Banner/Sign Sponsorship - \$200

- 18" x 8' Banner announcing your business name and information on one of our Fiesta Booths

### Artwork Specifications

#### Ad Sizes:

- Full Page with Bleed: H: 11.25 x W: 8.375 – Final Size H: 11 x W: 8.125
- 1/2 Page with Bleed: H: 5.75 x W: 8.375 – Final Size H: 5.5 x W: 8.125
  - 1/4 Page with Bleed: H: 5.75 x W: 4.25 – Final Size H: 5.5 x W: 4
- Business Card with Bleed: H: 2.25 x W: 3.75 – Final Size H: 2 x W: 3.5

#### Artwork format:

CMYK High Resolution - jpg or pdf  
High Resolution = 300 dpi minimum requirement

#### Pictures:

High Resolution 300 dpi minimum can be a jpg or tif file

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**Fiesta Sponsorship & Program Advertising Agreement**

**Sponsorship Contact: Terri Huerta**

**Email: [terrih@sangabrielmission.org](mailto:terrih@sangabrielmission.org)**

**Phone: (626) 457-3035**

**Fax: (626) 282-5308**

▪ **Stage & Entertainment Fiesta Super Sponsor - \$10,000**

Banners/signage at the Main Fiesta Stage; double booth or designated area on Fiesta grounds; two full page advertisements in the color Fiesta Program in premium position; display logo on Fiesta Posters and literature; one year of free advertising on new Fiesta website along with a 1,000 word sponsor highlight write up and link to company website; Fiesta Super Sponsor Appreciation Plaque

▪ **Platinum Corporate Sponsor - \$5,000**

Banner/signage on Fiesta grounds; one booth provided on Fiesta grounds if requested; One full page advertisement in the color Fiesta Program in premium position; display logo on Fiesta Posters and literature; one year of free advertising on new Fiesta website along with a 1,000 word sponsor highlight write up and a link to company website; Fiesta Sponsor Appreciation Plaque

▪ **Gold Corporate Sponsor - \$3,500**

One booth provided on Fiesta grounds if requested; One full page advertisement in the color Fiesta Program; Display logo on Fiesta Posters and literature; One year of free advertising on new Fiesta website along with a 500 word sponsor highlight write up and a link to your own website; Receive the Fiesta Sponsor Appreciation Plaque.

**Artwork format: CMYK High Resolution jpg or pdf High Resolution = 300 dpi minimum requirement**  
**Pictures: High Resolution 300 dpi minimum - jpg or tif file.**

▪ **Full Page Program Ad / Fiesta Color Program & Website Marketing (\$550) OR Color Program Ad Only (\$475)**

Full Page Color Ad in Fiesta Program (H:11 x W:8.125); Receive a Fiesta Sponsor Appreciation Plaque; Posted on Website: Logo, Services, Contact Info, & link to your website. Artwork sizing: Full page with bleed: 11.25(H) x 8.375(W) – Final size: H:11 x W:8.125.

▪ **Half Page Program Ad / Fiesta Color Program & Website (\$400) OR Color Program Ad Only (\$325)**

Half Page Color Ad in Fiesta Program (H:5.5 x W:8.325); Posted on Website: Logo, Services, & Contact Info. Artwork sizing: Half page bleed: H:5.75 x W:8.375 – Final size: 5.5(H) x 8.125(W).

▪ **Quarter Page Program Ad / Fiesta Color Program & Website (\$250) OR Color Program Ad Only (\$175)**

Quarter Page Color Ad in Fiesta Program (5.5 x 4); Posted on Website w/Logo, Services & Contact Info. Artwork sizing: Quarter page with bleed: H:5.75 x W:4.25 – Final size: H:5.5 x W:4.

▪ **Business Card Program Ad / Fiesta Color Program & Website - \$100 - Add \$25 to post Logo on website**

Business Card Color Ad in Fiesta Program (2.25 x 3.75); Posted on Website: Your Business Name only; add \$25 to post Logo. Artwork sizing details: B/C with bleed: H:2.25 x W:3.75 – Final size: H:2 x W:3.25.

▪ **Fiesta Promotional Booth – 3 Days/\$800 or 1 Day/\$400**

10' x 10' booth for information displays and sponsor tables; banner or sign may be displayed on booth; strategic location provided with high traffic

▪ **Banner/ Sign Sponsorship – \$200**

Banner 18" x 8' announcing your business name and information on one of 50 or more Fiesta Booths

**>>In-Kind Donations are also invited – please call us for details<<**

**By JULY 7, 2018**, please send artwork, return this application and submit a **check payable to San Gabriel Mission Fiesta** to San Gabriel Mission, 428 South Mission Drive, San Gabriel, CA 91776-1299 (Attn: FIESTA).

BUSINESS NAME \_\_\_\_\_

CONTACT/TITLE \_\_\_\_\_ TELEPHONE \_\_\_\_\_

(Please include a business card.)

MAILING ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_ Check No. \_\_\_\_\_

I am submitting this application for sponsorship and/or advertising as **circled above**, for the 2017 San Gabriel Mission Fiesta. I understand that advertising and sponsorships are taken on a first come, first served basis and that **my electronic file must be submitted no later than JULY 7, 2018 to [artwork.SGMFiesta@gmail.com](mailto:artwork.SGMFiesta@gmail.com) or [terrih@sangabrielmission.org](mailto:terrih@sangabrielmission.org)**. All applications are subject to review and approval by the Fiesta Committee. **Donations are tax deductible to the extent allowed by law and a receipt can be provided upon request.**

By \_\_\_\_\_ Date \_\_\_\_\_