



Gobierno del
Estado de Sonora

Secretaría
de Economía



2nd ANNUAL SONORA FEST

Dates: June 16-17, 2018

Time: Saturday, 16 June (10:00am - 9:00pm) & Sunday, 17 June (12:00pm - 6:00pm)

Location: The Mall at Sierra Vista

Event Profile: The City of Sierra Vista is honored to host Arizona's 2nd Annual Sonoran Festival. For two days, participating vendors from Sonora showcase their goods in an expo setting at the Sierra Vista Mall. SONORAFEST is a unique shopping opportunity for Arizonans, especially military personnel who cannot travel to Mexico. SONORAFEST is hosted by the City of Sierra Vista in collaboration with the State of SONORA; and the Tucson Hispanic Chamber of Commerce with its affiliate the Sierra Vista Hispanic Chamber of Commerce. Key community partners include the Sierra Vista Area Chamber of Commerce and The Mall at Sierra Vista. Please visit www.AZSonoraFest.com for more information.

Objectives: SONORAFEST is a cultural festival designed to enhance the relationship between Arizona and Sonora with a focus on commerce between the two neighboring states. The festival is an economic development opportunity for the region that showcases Sierra Vista as a tourist destination.

Number of Vendors: 55 (artisans, food vendors, boutiques, media companies, hotels and more)

Anticipated Attendance: 5,000 - 6,000 visitors are expected to attend SONORAFEST over a two-day period.

Target Audience: Visitors from Sonora, Arizona, New Mexico and Texas. Special emphasis on military service men and women stationed at Ft. Huachuca and Davis Monthan AFB, contractor personnel and their families.

Key Features: Bi-National Opening Ceremony/Ribbon Cutting, VIP tour of SONORAFEST, Press Conference, live entertainment & After Party.

SPONSORSHIP TIERS

"PADRINO" Presenting Sponsor: \$10,000

- Known as the "Padrino" or "Godfather" of the Festival with flyers at each vendor's table.
- Exclusive presenting sponsor promotion in diverse channels, i.e. print, web.
- Large Vendor booth for presenting sponsor.
- Logo inclusion on all promotional materials, i.e., flyers, newspaper inserts, etc.
- Back Cover full page ad and full page inside Cover ad in SONORAFEST event program (11,000 qty. distribution).
- Web banner ad linked to company webpage on the SONORAFEST website
- Signage at After Party and Signage at Press Conference.

COMMUNITY PARTNERS:



"PADRINO" Presenting Sponsor Cont'd.

- Full-page ad in the Herald/Review Program insert the week of SONORAFEST (tentative)
- Prominent banner (sponsor-provided) displayed onstage at the Food Court in the Sierra Vista Mall.
- Company ad linked to website included in Sierra Vista Hispanic Chamber of Commerce's e-blast (15 weeks)
- Padrino Sponsor recognition on social media (Twitter & Facebook)
- VIP Seating and participation in the Ribbon Cutting Ceremony
- VIP tour of SONORAFEST with Sonoran government officials.
- Ability to present special SONORAFEST Participation Certificates to vendors.
- Ability to provide promotional materials or special offers to Vendors.
- Participation in the SONORAFEST 2018 Press Conference.
- Two (2) VIP table's of ten (10) tickets each for the SONORAFEST After Party.

"COMPADRE" Sponsor for: (\$5,000, only 3 available)

- Company ad linked to website included in Sierra Vista Hispanic Chamber of Commerce's e-blast (15 weeks) Logo inclusion on all promotional materials, i.e., flyers, newspaper inserts, etc.
- Vendor booth for Compadre sponsor.
- Full-page ad in the SONORAFEST event program (11,000 qty. distribution).
- Full-page ad in the Herald/Review Program insert (tentative)
- Company banner (sponsor-provided) displayed near SONORAFEST stage at the Food Court in the Sierra Vista Mall.
- VIP Seating at the Ribbon Cutting Ceremony
- One (1) VIP table of ten (10) tickets for the After Party.

"PRIMO" Sponsor for: (\$1,000, only 5 available)

- Primo Sponsor recognition on SONORAFEST website (company name listed with link to website)
- Half-page ad in the SONORAFEST event program (11,000 qty. distribution).
- Quarter-page ad in the Herald/Review Program (tentative).
- Four (4) tickets for After Party to be held on Saturday, June 16th at 9:00p.m. at the Windemere Hotel.

"AMIGO" Business Sponsor: (\$500, only 24 available)

- Amigo Sponsor recognition on SONORAFEST website (company name listed with link to website)
- 1/8 ad in the SONORAFEST event program (11,000 qty. distribution).
- Two (2) tickets for the After Party.

For more information about sponsoring SONORAFEST or to customize a sponsorship package for your company, please contact Karina Rice Roberts:

Karina Rice Roberts

Email: Karina@tucsonhispanicchamber.org

Cell: 520-255-6089

500 E Fry Blvd., Haymore Plaza Suite M14-B, Sierra Vista, AZ 85635

SONORAFEST has contracted the Tucson Hispanic Chamber of Commerce Foundation to produce this event for the region. All sponsor donations are tax deductible. Thank you for your support of SONORAFEST.