

IGLESIA CATÓLICA SAN JUAN BAUTISTA

39th ANNUAL

# HISPANIC FESTIVAL

SPONSOR KIT



# OUR HISTORY



- Thank you for taking time to review this sponsorship proposal for the 39th Annual
- San Juan Bautista Hispanic Festival scheduled for:
  - **Wednesday, July 27th - Saturday, July 30th, 2022**



- Since 1983, the San Juan Bautista Hispanic Festival has brought musicians, both local and nationally known, here to Lancaster County. Now in our 39th year, and with over 6,500 attendees, musicians, organizations, and media agencies, the San Juan Bautista Hispanic Festival has become known as a must-attend, family-friendly summer event. Festival-goers bring friends and family to enjoy food & drink, a positive vibe, and of course, world class Latin cuisine and music. For thousands of people in and around Lancaster County, the San Juan Bautista Hispanic Festival is the place to be.

- Sponsoring the San Juan Bautista Hispanic Festival gives your business the opportunity to get your name in front of thousands of people, to be associated with good times, great music & food, and to be known for helping the Southeast community in Lancaster City. You will be known as helping to bring the summer's best Festival in Lancaster County.
- The San Juan Bautista Hispanic Festival is an event directed by community members for the community of the Southeast and visitors. The Festival is San Juan Bautista's primary fundraiser for the year.
- Funds raised through the festival support the operations and community programs that assists so many families and individuals in the community.



[WWW.LANCASTERHISPANICFESTIVAL.COM](http://WWW.LANCASTERHISPANICFESTIVAL.COM)

# 4 REASONS

WHY  
YOU

## SHOULD BE A SPONSOR

1

### • YOU ARE GIVING TO THE COMMUNITY!

- 100% of proceeds go to our parish which in turn goes back into our community



2

### • FANTASTIC MARKETING OPPORTUNITY!

- We market your organization while marketing our Festival - you get to sit back and let us do the work!



3

### • THE FOOD!

- We give out a “surprise” food voucher to our sponsors. This one needs no explanation, right?



4

### • EXPAND YOUR ORGANIZATION'S NETWORK!

- Our festival is one of the few festivals whose reach extends beyond one particular quadrant of the county. People come from all over our county and neighboring counties to attend our festival, so the reach is HUGE!

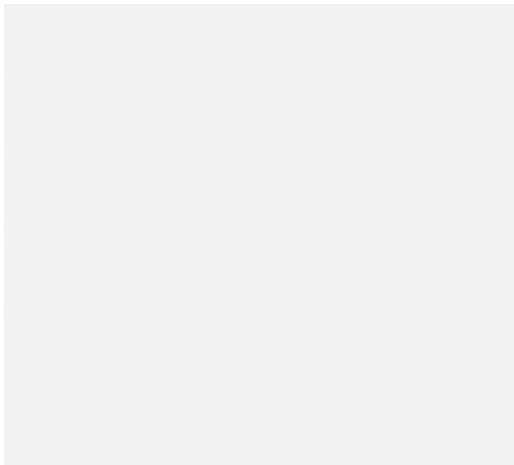


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# *PADRINOs*

## PLATINUM SPONSOR \$ 7,500

- ✿ Premier 4 day booth Location at the San Juan Bautista Hispanic Festival
- ✿ First Tier Corporate Banner placed in area of high visibility on the fence during the entire festival, printed materials, and internet.
- ✿ Media presence with corporate recognition in all print marketing materials for the San Juan Bautista Hispanic Festival, including press releases, posters, and event banners
- ✿ Corporate Logo displayed on Festival page of Parish Website with a link to sponsor site [www.LancasterHispanicFestival.com](http://www.LancasterHispanicFestival.com)
- ✿ Corporate page in our San Juan Bautista Festival Booklet
- ✿ 3 on – site Parking Passes
- ✿ 10 social media mentions



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# COMPADRES

## GOLD SPONSOR \$ 5,000

- ❁ Second Tier Corporate Banner placed in area of high visibility on the fence during the entire festival, printed materials, and internet.
- ❁ Premier 4 day booth location at the San Juan Bautista Hispanic Festival.
- ❁ Media presence with corporate recognition in all print marketing materials for the San Juan Bautista Hispanic Festival, including press releases, posters, and event banners
- ❁ Corporate Logo displayed on Festival page of Parish Website with a link to sponsor site [www.LancasterHispanicFestival.com](http://www.LancasterHispanicFestival.com)
- ❁ Half page AD in our San Juan Bautista Festival Booklet
- ❁ 2 on -site Parking Passes
- ❁ 7 social media mentions

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## **AMIGOs** **SILVER SPONSOR \$ 2,500** *Supporting Sponsor*

Banner placed on the fence during the entire festival, printed materials, and internet.  
Premier 2 day booth location at the San Juan Bautista Hispanic Festival.  
Media presence with corporate recognition in all print marketing materials for the San Juan Bautista Hispanic Festival, including in posters and event banners  
Corporate Logo displayed on Festival page of Parish Website [www.LancasterHispanicFestival.com](http://www.LancasterHispanicFestival.com)  
Quarter page AD in our San Juan Bautista Festival Booklet  
1 on -site Parking Passes  
3 social media mentions

## **COMPAÑEROs** **BRONZE SPONSOR \$ 1,000** *Participating Sponsor*

Banner placed around the fence during the entire festival, printed materials, and internet.  
1 day booth location at the San Juan Bautista Hispanic Festival.  
Media presence with corporate recognition in all print marketing materials for the San Juan Bautista Hispanic Festival, including in posters and event banners  
Corporate Logo displayed on Festival page of Parish Website [www.sanjuanbautistalancaster.com](http://www.sanjuanbautistalancaster.com)  
Logo in our San Juan Bautista Festival Booklet  
1 on -site Parking Passes  
2 social media mentions

## **VECINOS** **COMMUNITY SPONSOR \$ 500** *Only for non-profit organizations* (this package only applies to 501C-3 status)

Banner placed on the fence during the entire festival, printed materials, and internet.  
1 day booth location at the San Juan Bautista Hispanic Festival.  
Media presence with corporate recognition in all print marketing materials for the San Juan Bautista Hispanic Festival, including in posters and event banners  
Corporate Logo displayed on Festival page of Parish Website [www.LancasterHispanicFestival.com](http://www.LancasterHispanicFestival.com)  
Logo in our San Juan Bautista Festival Booklet  
1 on -site Parking Passes  
1 social media mentions

# SPONSOR AGREEMENT

39th ANNUAL

# HISPANIC FESTIVAL

•Thank you for your sponsorship! Your commitment to our event is a commitment to our community and the families we serve here in Southeast Lancaster. We are excited to work with you and market your organization through the 2022 San Juan Bautista Hispanic Festival.

Sponsor Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: Website: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact email \_\_\_\_\_

- Payment due with signed contract
- Make check payable to San Juan Bautista Church. Memo line: your sponsor level / FESTIVAL 2022

Client Signature \_\_\_\_\_ Date: \_\_\_\_\_

## •LEVEL OF SPONSORSHIP

### *PADRINOS*

\$7,500 Platinum Presenting Sponsor

### *COMPADRES*

\$5,000 Gold Sponsor

### *AMIGOS*

\$2,500 Silver Sponsor

### *VECINOS*

\$1,000 Bronze Sponsor

### *COMPAÑEROS*

\$500 Non-Profit Community Sponsor

## MAIL CHECK TO:

San Juan Bautista Church, 425 S. Duke Street, Lancaster, PA 17602

## E- MAIL LOGO ART TO:

[p127sanjuan@hbgdiocese.org](mailto:p127sanjuan@hbgdiocese.org) - Logo art should be in JPEG format

For more information contact: Teresa Zapata

717 - 392 - 4118 ext. 301 [tzapata@hbgdiocese.org](mailto:tzapata@hbgdiocese.org)

[WWW.LANCASTERHISPANICFESTIVAL.COM](http://WWW.LANCASTERHISPANICFESTIVAL.COM)