

IGLESIA CATÓLICA SAN JUAN BAUTISTA

41st ANNUAL

HISPANIC

FESTIVAL

Sponsor Information



Our History



Thank you for taking time to review this sponsorship proposal for the 41st Annual *San Juan Bautista Hispanic Festival* scheduled for:

Wednesday July 24th – Saturday July 27th, 2024

Since 1983, the San Juan Bautista Hispanic Festival has brought musicians, both local and nationally known, here to Lancaster County. Now in our 41st 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, music and of course, world class Latin Cuisine. 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. Your business will be associated with good times, great music, food and to be known with 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 many families and individuals in the community.

<https://www.lancasterhispanicfestival.com/>

4 REASONS WHY YOU SHOULD BE A SPONSOR

1

- YOU ARE GIVING BACK TO THE COMMUNITY!



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

2

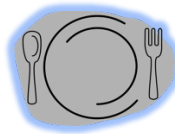
- FANTASTIC MARKETING OPPRTUNITY!



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 from all over our county and neighboring counties attend our festival, so the reach is HUGE!

PADRINOS

PLATINUM Sponsor \$7,500

- Premier **4 Day** booth location at the San Juan Bautista Hispanic Festival!
- First Tier Corporate Banner placed in an area of high visibility of 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 in the festival page of our parish website with a link to the sponsor site. www.LancasterHispanicFestival.com
- Full corporate page AD in our San Juan Bautista Festival Booklet
- **4 on-site Parking Passes**
- **10 social media mentions**



<https://www.lancasterhispanicfestival.com/>

COMPADRES

Gold Sponsor \$5,500

- Premier **4 Day** booth location at the San Juan Bautista Hispanic Festival!
- Second Tier Corporate Banner placed in area of high visibility of 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 our festival page of the parish website with a link to the sponsor site. www.LancasterHispanicFestival.com
- Half corporate page AD in our San Juan Bautista Festival Booklet
- **3 on-site Parking Passes**
- **7 social media mentions**



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AMIGOS
Silver Sponsor \$3,000
Supporting Sponsor

- Premier **3 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 our festival page of the parish website with a link to the sponsor site. www.LancasterHispanicFestival.com
- Quarter Page AD in our San Juan Bautista Festival Booklet
- **2 on-site Parking Passes**
- **3 social media mentions**

COMPAÑEROS
Bronze Sponsor \$1,500
Participating Sponsor

- **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 press releases, posters, and event banners.
- Corporate Logo displayed on our festival page of the parish website with a link to the sponsor site. <http://www.lancasterhispanicfestival.com/>
- Logo in our San Juan Bautista Festival Booklet
- **1 on-site Parking Pass**
- **2 social media mentions**

VECINOS
Community Sponsors \$500
Only for non-profit organizations
(this package only applies to 501C-3 Status)

- **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 press releases, posters, and event banners.
- Corporate Logo displayed on our festival page of the parish website with a link to the sponsor site. <http://www.lancasterhispanicfestival.com/>
- Corporate logo in our San Juan Bautista Festival Booklet
- **1 Day on-site Parking Pass**
- **1 social media mention**

<https://www.lancasterhispanicfestival.com/>

SPONSOR AGREEMENT

41st 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 2024 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 checks payable to **San Juan Bautista Church**. Memo Line: **Your sponsor level/FESTIVAL 2024**

Client Signature: _____ Date: _____

LEVEL OF SPONSORSHIP

PADRINOS

\$7,500 Platinum Presenting Sponsor

AMIGOS

\$3,000 Silver Sponsor

VECINOS

\$1,500 Bronze

COMPADRES

\$5,500 Gold Sponsor

COMPAÑEROS

\$500 Non-Profit community sponsor

PLEASE MAIL CHECK TO: San Juan Bautista Church, 425 S. Duke Street, Lancaster PA 17602

E-MAIL LOGO ART TO: sjblanchispanicfestival@gmail.com -Logo art should be in JPEG format

For more information contact: Teresa Zapata • (717) 392-4118 ext. 301 • tzapata@hgbdiocese.org

<https://www.lancasterhispanicfestival.com/>