

# FESTIVAL DEL MARIACH

HERENCIA, CULTURA Y TRADICION



SPONSORSHIP PACKET  
SAT. SEPTEMBER 7, 2024





Dear Sponsor,

We are excited to present you with a unique sponsorship opportunity that aligns perfectly with your commitment to supporting arts and education in our community. The 3rd Annual Festival del Mariachi is dedicated to making the dreams of 300 mariachi students come true by providing them with an extraordinary learning experience led by amazing mariachis such as: Mariachi Nuevo Tecalitlán, Nuevo Tecalitlán - Female Group, and Mariachi San Marcos. We will have Advance, Intermediate, and Beginner Workshops available!

As a sponsor, your invaluable support will enable us to offer educational workshops to these talented students. These workshops will focus on refining their instrumental skills and offer insight into key techniques and tips directly from the artists of Mariachi Nuevo Tecalitlán, Nuevo Tecalitlán - Female Group and local Mariachi San Marcos. At the conclusion of the workshops, all students will come together to perform a few selected songs, creating a memorable collective performance.

Sponsorship of each student will include:

- breakfast
- lunch
- workshop pass
- concert ticket
- exclusive pre-show meet and greet

Your contribution will directly impact the lives of these passionate mariachi students, helping them realize their dreams and fostering a vibrant cultural heritage.

We sincerely appreciate your consideration of this sponsorship opportunity and your dedication to supporting local talent and artistic development. Together, we can make a significant difference in the lives of these students and showcase the power of community collaboration.

Thank you for your time and support!

Warm regards,



MARI PÉREZ-DOWLING,  
President & CEO



## Soprano

\$7,500

- Name and Logo as Soprano Scholarship Sponsor on event apparel and all printed / digital marketing materials.
- Listing as Soprano Scholarship Sponsor on United Way of Central Eastern California's website and Company Name on a "Thank You" ad in UWCEC social media platforms. As the Soprano Scholarship Sponsor you will be able to sponsor 50 students.

## Alto

\$4,500

- Name and Logo as Soprano Scholarship Sponsor on event apparel and all printed / digital marketing materials.
- Listing as Soprano Scholarship Sponsor on United Way of Central Eastern California's website and Company Name on a "Thank You" ad in UWCEC social media platforms. As the Soprano Scholarship Sponsor you will be able to sponsor 30 students.

## Tenor

\$3,000

- Name and Logo as Soprano Scholarship Sponsor on event apparel and all printed / digital marketing materials.
- Listing as Soprano Scholarship Sponsor on United Way of Central Eastern California's website and Company Name on a "Thank You" ad in UWCEC social media platforms. As the Soprano Scholarship Sponsor you will be able to sponsor 20 students.

## Bass

\$1,500

- Name and Logo as Soprano Scholarship Sponsor on event apparel and all printed / digital marketing materials.
- Listing as Soprano Scholarship Sponsor on United Way of Central Eastern California's website and Company Name on a "Thank You" ad in UWCEC social media platforms. As the Soprano Scholarship Sponsor you will be able to sponsor 10 students.



☐ Yes, I/we would like to sponsor the 3rd Annual "Festival Del Mariachi" event

☐ Check Enclosed

☐ Please Invoice

**Sponsorship Level:**

☐ \$7,500 Soprano

☐ \$4,500 Alto

☐ \$3,000 Tenor

☐ \$1,500 Bass

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

(Exactly as you'd prefer to be listed on marketing & promotional materials, or check box below if you'd rather remain anonymous)

☐ We would like to recognize our donors in publications and online, however, check here if you prefer to be recognized as Anonymous.

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

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

City/State/Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Please note that in order to be considered for logo recognition on all printed materials, you must submit the sponsorship packet by Friday, August 23, 2024. Sponsorship contributions submitted after this date will be given recognition on digital materials only.

Please return completed form and check (if applicable) to:  
**United Way of Central Eastern California**, Attn: Festival Del Mariachi  
1707 Eye Street, 3rd Floor, Bakersfield, CA 93301

For More Information Contact Eric Arias | [Eric.A@uwkern.org](mailto:Eric.A@uwkern.org) | 661-885-5730



## A look at last year's Festival Del Mariachi Event:

<https://www.kget.com/telemundo/nuestra-comunidad/con-un-exito-total-se-llevo-a-cabo-el-segundo-festival-de-mariachi-de-bakersfield/>



United Way of Central  
Eastern California