

USA Multicultural Sponsorship

Bringing Communities Together Thru Events and Festivals for ALL to Enjoy



Dear Potential sponsors,

Guess what?

As a respected leader in our community, we understand your organization and/or company needs to always propel its **brand image** above and beyond that of other local businesses in the area, to maintain your authority in support of your **members** and **customers**.

So we're thrilled to announce that we've strategized a creative and refreshing way for you to do exactly that at our **Signature events, programs, festivals** and **fundraisers** for this year!

At USA Multicultural, since 2010, our bigger vision and mission is the well-being of every member of our community. To **serve** and **assist** the growth of **cultural pride** as a way for connection and coming together.

Our festivals are memorable **cultural experiences** that helps our **community evolve together**. And, we're honored to deliver these kinds of events in a way that few other local nonprofits do. You probably know this already, but this is the kind of groundbreaking celebration that helps us to fuel the foundation and **social reach** for our upcoming selection of communal **educational** and **heritage-restoring projects, especially what we have been through the last year**. So how might you help your organization make a lasting impact for this year?

Become a sponsor and join our festivals. Our festivals draws up to 5,000 people and growing every year. Your business will be a perfect candidate to potentially win clients!

We understand how vitally important it is, the generous yearly support of our private and corporate sponsors. We greatly appreciate any **opportunity** to work with you, to assist you in **discovering** how the **values** and **vision** of **your organization** can best support our North County communities now. Our joint effort sets the tone for the rest of the year. We believe your **participation** will play a vital role in our **ongoing community development**.

Enclosed are materials explaining the sponsorship levels, the **benefits** of community partnership you'll enjoy, and details of our ongoing **projects** and **programs**. I would also like to come visit you in your establishment and meet you first hand and tell you more.

We sincerely appreciate and thank you in advance for your support.

Angel Aguilar- Founder of USA Multicultural

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Partner Sponsorship Opportunities

As a VIP USA Multicultural sponsor, your organization receives custom-tailored promotional packages designed to meet your specific needs. This isn't a one-size-fits-all offer; we're committed to helping your business stand out. Let us know if you'd like to add any additional benefits.



Executive Corporate Sponsor - \$10,000

- VIP sponsor for our festivals for the year
- Banner hung in front of raised stage (32"x36")
- Company banner hanging at all festivals throughout the year
- Represent your business on stage at opening of all festivals throughout the year
- Vendor booth at all festivals throughout the year
- Name mentioned in all media releases
- Logo on all printed materials and link on all social media posts
- Logo, business info and links on USAMulticultural.org page



Corporate Crown Sponsor - \$5,000

- Company banner hanging at the next festival (32"x36")
- Vendor booth at Cinco De Mayo Festival and Escondido Holiday Festival
- Represent your business on stage up to 3 times throughout the day at above festivals
- Name mentioned in all media releases
- Logo on all printed materials and link on all social media posts
- Logo and link on USAMulticultural.org page



Pearl Crown Title Sponsor - \$2500

- Vendor booth at next event Interview in Univision studio live
- Represent your business on stage up to 3 times throughout the day
- Name mentioned in media releases
- Your business mentioned on our social media posts
- Logo and link on USAMulticultural.org page



Beer Garden Sponsor - \$500 - \$1000



Gold Crown Sponsor - \$500

- Vendor booth at next current event
- Represent your business on stage 1 time for 3 minutes
- Your business mentioned on our social media posts
- Logo on USAMulticultural.org page



Banner Stage Sponsor - \$400

- 32 inches x 60 inches (2.75ft x 5 ft) banner in front of stage



Silver Crown Sponsor- \$250

- Logo on USAMulticultural.org page
- Represent your business on stage 1 time for up to 3 minutes

Honorary Miss Chiquita or Miss Chiquitita Sponsor- \$100

- Logo on USAMulticultural.org page

Your company will gain valuable benefits by sponsoring with monetary donations or tangible products like gift cards, services, or food. Thank you for your consideration and support!

Below are a few answers to your marketing questions, detailed explanations to help make clear the benefits you can look forward to when you partner with USA Multicultural as a Proud Community Leader:

1) Brand awareness(online and off)

- we expect over 30,000 attendees at our festivals and events combined.
- our local business network is 5000 strong and growing daily.
- our online social media reach is at 40,000 and counting.

"Did you know that with so many competing companies, it's become harder to win brand loyalty from the average consumer. Is your current marketing doing its job to grab the attention of your audience and ideal market?"

2) Re-establish strong psychological ties

- remind your local members and customers how much they love your organization or brand.
- keep your business constantly in front of your community.
- show your customer a personal touch and leave the huge, faceless company image behind.

"Our diverse community is a haven for multiculturalism. With so much political and racial unrest, show your community you care."

3) Build local ethnic diversity and solidarity

- 2022 data: the local Latino community has a buying power that's steadily growing per capita every fiscal quarter, estimated at 55% of overall community spending
- according to [DataUsa.io](https://datausa.io): The population of Escondido, CA is 52% Hispanic or Latino, 34% White Alone, 6.25% Asian Alone, 3.47% Multiracial, 2.12% African American.

"If they don't know who you are or what you do — they won't buy from you. Make it easier for customers to have a reason to invest their dollars in your products and services."

We look forward to partnering with you for 2024.

If you have any further questions or concerns, please feel free to call us.

Angel Aguilar

- **Cinco de Mayo Festival - Attn approx 5k**
- **Binational Sports Week**
- **Fiestas' Patrias Festival - Attn approx 11k**
- **Western Days Valley Center Tamale Festival**
- **Escondido Tamale Festival - Attn approx 3.2k**
- **Escondido Holiday Festival - Attn approx 3.5k**



Yes, we are ready to sponsor USA Multicultural!

Company Name _____ Date _____
Address _____ City _____ State _____ Zip _____
Company contact _____ Title _____ Telephone _____
E-MAIL _____ Website _____
Secondary contact name _____ Tel _____

Sponsor Packet _____

Other _____ Approved by _____

Price _____

Payment by: Zelle _____ Check _____ Credit Card* _____

***Please note, if paying by credit card, there is a 3.5% transaction fee added.**

Questions, contact Angel at 760-855-8115

If sponsoring a package with a banner, send to Angel Aguilar or make arrangements to pick it up or drop off instructions.

Thank you. Call Angel at 760-855-8115

We thank you for sponsoring USA Multicultural, your donations, and sponsorship helps in our endeavors to make community events thrive and show our generous sponsors to the public.

USA Multicultural also adds an added opportunity to raise funds with a Fundraising raffle opportunity. Would you like to help with a gift card, or gift basket from your company?

Yes, would love to _____. No, not at this time _____.

If so, what would you like to donate _____.

Signed _____ . Date _____

USA Multicultural's Mission and Vision

"We value the wellbeing of every member in our community and know your self-respect is of the utmost importance.

Our efforts are to enhance, nourish, and strengthen the people we serve. The connections and self-awareness we inspire are essential to the abundance and growth we're all entitled to pursue.

We believe this is the first step towards cultivating the change we all yearn for. Through our experiential education, artistic activities, and local business development we make a fuller life possible for every one of us.