



Bay Area Latin Jazz Festival

SATURDAY, AUGUST 17, 2019



MP

BRINGING ARTISTS, LIVE MUSIC FANS, AND SMALL BUSINESSES TOGETHER

THE FESTIVAL WILL FEATURE SAN FRANCISCO BAY AREA LATIN MUSIC ENSEMBLES, AS WELL AS INTERNATIONALLY-RENOUNDED ARTISTS. THERE WILL BE BOOTH SPACE AVAILABLE FOR BAY AREA MERCHANTS, FOOD VENDORS, ARTISANS, AND COMMUNITY ORGANIZATIONS.

MONTUNO PRODUCTIONS WILL HOLD
THE FIRST ANNUAL BAY AREA LATIN JAZZ
FESTIVAL ON SATURDAY, AUGUST 17, 2019 AT
ROWELL RANCH, 9275 DUBLIN CANYON RD.,
CASTRO VALLEY, CA 94552.

SPONSORSHIP PACKET



WWW.BAYAREALATINJAZZFESTIVAL.COM

PROJECT DESCRIPTION

Montuno Productions, Inc., is happy to announce The First Annual Bay Area Latin Jazz Festival, to be held on Saturday, August 17, 2019, at Rowell Ranch, a picturesque, park-like venue operated and maintained by the Hayward Area Recreation and Park District (HARD).

The celebration will showcase the cultural/musical contributions of Latin Jazz, with an emphasis on Afro-Caribbean and Latin American influences. Festival attendees will be able to enjoy a diverse array of food, music, dance, and artistry. There will be booth space available for Bay Area merchants, food vendors, artisans, and community organizations.

LOCATION

Rowell Ranch, 9275 Dublin Canyon, Rd., Castro Valley, CA 94552.

COMMUNITY SUPPORT

As part of its community outreach efforts, Montuno Productions will seek to bring small, independently-owned, local businesses, community organizations, and music fans together with the goal of making a positive contribution to the arts and the economic and cultural vibrancy, resiliency, and strength of East Bay communities.



CONTACT

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WWW.BAYAREALATINJAZZFESTIVAL.COM

SPONSORSHIP LEVELS

GOLD LEVEL: (Call for quote)

- Logo/Banner place on the main stage
- Prominent festival placement of sponsor's product exhibit
- Festival stage promotion
- Name/Logo on Website, and 1-year inclusion in the MyCityMarket.net Directory
- Inclusion in weekly E-News blast (also, SEO, social media campaign)
- Name/Logo on promotional ads, including on posters, flyers,
- Name recognition on all future press releases
- Vendor/Marketing booth space

SILVER LEVEL: (Call for quote)

- Logo/Banner prominent placement
- Inclusion in weekly E-News blast (also, SEO, social media campaign)
- Name/Logo on Website, and one-year inclusion in the MyCityMarket.net Directory
- Name recognition on all press releases, posters and flyers
- Festival stage mentions of sponsor's activity
- Vendor/Marketing booth space

BRONZE LEVEL: (Call for quote)

- Logo/Banner in prominent area
- Festival sponsor's product exhibit space
- Name/Logo on Website, and one-year inclusion in the MyCityMarket.net Directory
- Name/Logo on website, promotional ads, posters, flyers
- Vendor/Marketing booth space

- CONTINUE -



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SPONSORSHIP LEVELS

EVENT SPONSOR 1: \$600

- Banner placement at festival
- Logo on website, promotional ads, flyers
- Festival sponsor's product booth exhibit space
- 6-month inclusion in MyCityMarket.net business directory



EVENT SPONSOR 2: \$400

- Logo on festival website, promotional ads, posters, flyers
- Festival sponsor's product booth exhibit space
- 3-month inclusion in MyCityMarket.net business directory

SMALL BUSINESS SPONSOR: \$250

- Name/Logo inclusion on website, E-Newsletter, and (3-month) MyCityMarket.net

ADDITIONAL OUTREACH / SOCIAL MEDIA

The marketing team will be implementing the latest state-of-the-art advertising and marketing tools to promote Bay Area Latin Jazz Festival, and to benefit our sponsors, advertisers, and the communities and stake-holders we'll be interacting with. Some of the tools that will be implemented include search engine optimization (SEO) campaigns, and social media campaigns (including paid advertising). The Festival will also be promoted by local media partners.



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ONLINE MARKETING
 PRE-EVENT, DURING EVENT,
 POST-EVENT. SEO, SOCIAL MEDIA,
 EMAIL MARKETING

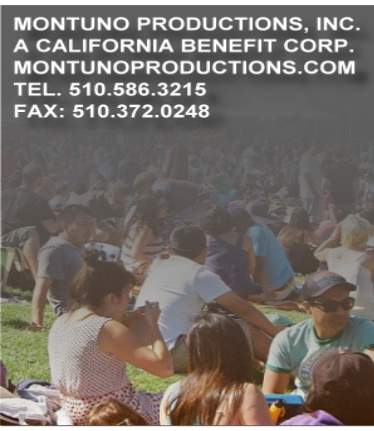
EVENT MARKETING
 BRANDING ACTIVITIES DURING
 THE EVENT... SAMPLES, INFO
 DISCOUNT COUPONS, DEMOS

SUPPORTING THE ARTS
 BUSINESSES THAT SPONSOR
 LIVE MUSIC EVENTS ENGENDER
 GRATITUDE FROM ATTENDEES

THE MP EVENT MARKETING MODEL FOCUSES ON CREATING A VIRTUOUS CYCLE WHEREIN BUSINESSES SUPPORT THE ARTS, WHICH RESULTS IN THE CULTURAL ENRICHMENT OF COMMUNITIES, AND ENGENDERS REAL APPRECIATION BY THE PUBLIC. THIS IN TURN LEADS TO INCREASED SALES, BRAND AWARENESS, BETTER PRODUCT/SERVICE KNOWLEDGE AND UNDERSTANDING, AND DEEPER CUSTOMER INVOLVEMENT WITH THE BRAND.



MONTUNO PRODUCTIONS, INC.
 A CALIFORNIA BENEFIT CORP.
 MONTUNOPRODUCTIONS.COM
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 FAX: 510.372.0248



CONTACT

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MONTUNO PRODUCTIONS PRESENTS
THE FIRST ANNUAL

Bay Area Latin Jazz Festival

SATURDAY, AUGUST 17, 2019

CONFIRMED ARTISTS



WILLIE PANAMA
DIRECT FROM MIAMI



RENE ESCOVEDO



CHRISTIAN PEPIN



ALEXA WEBER MORALES



EL MONTUNO
DIRECT FROM NEW YORK



JULIUS MELÉNDEZ



LATIN RHYTHM BOYS

ROWELL RANCH (RODEO PARK)

BAYAREALATINJAZZFESTIVAL.COM
9275 DUBLIN CANYON ROAD
CASTRO VALLEY, CA 94552
TIME: 10:00aM TO 6:00PM

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MONTUNOPRODUCTIONS.COM

CONFIRMED ARTISTS

Confirmed artists include Willie Panama, direct from Miami; El Montuno, direct from New York City; Grammy Award recipients Julius Meléndez, Christian Pepin, and Alexa Weber Morales; member of the legendary Escovedo family, René Escovedo; and Latin Rhythm Boys, showcasing their upcoming CD “CELEBRANDO – 60 Years Est.” Additional artists will be announced in the coming weeks and months.

MP will be announcing additional artists in the weeks and months to come...



CONTACT

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PAYMENT INFORMATION

Sponsorship Option: _____

Name on Credit Card: _____

Credit Card Payment: ____ (place checkmark)

Credit Card Number: _____

Expiration Date: Month: _____ / Day: _____ / Year: _____

Security Code in Back of Credit Card (CCV): _____

Name on Credit Card: _____

Billing Address: Street: _____

City: _____ State: _____ Zip Code: _____

FAX **THIS PAGE** TO (510) 372 0248

For additional information visit bayarealatinjazzfestival.com or contact Luis Mendoza at (510) 586-3215, contact@montunoproductions.com

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 MP

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