

# 2021 Bay Area Latin Jazz Festival

SATURDAY, AUGUST 21, 2021  
11:00 A.M. TO 6:00 P.M.



MP

## BRINGING ARTISTS, LIVE MUSIC FANS, AND SMALL BUSINESSES TOGETHER

THE FESTIVAL WILL FEATURE LATIN MUSIC ENSEMBLES FROM THE SAN FRANCISCO BAY AREA AND BEYOND. THERE WILL BE BOOTH SPACE AVAILABLE FOR BAY AREA MERCHANTS, FOOD VENDORS, ARTISANS, AND COMMUNITY ORGANIZATIONS.

MONTUNO PRODUCTIONS WILL HOLD THE SECOND ANNUAL BAY AREA LATIN JAZZ FESTIVAL ON **SATURDAY, AUGUST 21, 2021** AT ROWELL RANCH, 9275 DUBLIN CANYON RD., CASTRO VALLEY, CA 94552.

## SPONSORSHIP PACKET



## PROJECT DESCRIPTION

Montuno Productions, Inc., is happy to announce The Second Annual Bay Area Latin Jazz Festival, to be held on Saturday, August 21, 2021 from 11:00 A.M. to 6:00 P.M., 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

**Luis R. Mendoza**

Tel. (510) 586-3215

[contact@montunoproductions.com](mailto:contact@montunoproductions.com)





## SPONSORSHIP LEVELS

### **GOLD LEVEL: \$3,000**

- Logo inclusion on main stage banner
- Festival stage promotion/mentions by MC
- Name/Logo on Website (1 year)
- Inclusion in weekly E-Newsletter for 1 year (also, SEO, social media campaign)
- Name/Logo on promotional ads, including on posters (100), flyers (20k)
- Name recognition on all future press releases
- Vendor/Marketing booth space / 10 admission tickets



### **SILVER LEVEL: \$2,000**

- Logo inclusion on main stage banner
- Festival stage promotion/mentions by MC
- Name/Logo on Website (6 months)
- Inclusion in weekly E-Newsletter for 6 months (also, SEO, social media campaign)
- Name/Logo on promotional ads, including on posters (100), flyers (10k)
- Name recognition on all future press releases
- Vendor/Marketing booth space / 6 admission tickets



### **BRONZE LEVEL: \$1,000**

- Logo inclusion on main stage banner
- Name/Logo on Website (3 months)
- Inclusion in weekly E-Newsletter for 3 months (also, SEO, social media campaign)
- Name/Logo on promotional ads, including on posters (100), flyers (5k)
- Vendor/Marketing booth space / 4 admission tickets



- CONTINUE -

## **CONTACT**

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## SPONSORSHIP LEVELS

### EVENT SPONSOR 1: \$600

- Logo placement at festival
- Logo on website and weekly newsletter (3 months)
- Festival booth exhibit space
- Four (4) admission tickets

### EVENT SPONSOR 2: \$400

- Logo on website and weekly newsletter (3 months)
- Festival booth exhibit space
- Two (2) admission tickets

### SMALL BUSINESS SPONSOR: \$250

- Name/Logo inclusion on website, E-Newsletter (3 months)
- Two (2) admission tickets



### ADDITIONAL OUTREACH / SOCIAL MEDIA

The marketing team will be implementing the latest state-of-the-art advertising and marketing tools to promote and 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.

 facebook twitter

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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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## CONTACT

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MONTUNO PRODUCTIONS PRESENTS  
THE SECOND ANNUAL  
**Bay Area Latin Jazz Festival**  
**SATURDAY, AUGUST 21, 2021**  
ENTERTAINMENT LINEUP

**JOHN SANTOS**  
PERFORMING WITH BOBI CÉSPEDES  
AS INVITED GUEST ARTIST

**BOBI CÉSPEDES**  
HEADLINER

JOHN SANTOS

LATIN JAZZ COLLECTIVE WITH JOHN NAVA

MC / DJ  
LUIS MEDINA

CONJUNTO MUSIC ARTIST COLLECTIVE

MONTUNO PRODUCTIONS  
ALL-STARS SALSA ORCHESTRA

RICKY'S GRUPO AFRO-LATINO

TRES AMIGOS  
FEAT. RENÉ ESCOVEDO

**ROWELL RANCH (RODEO PARK)**  
9275 DUBLIN CANYON ROAD, CASTRO VALLEY, CA 94552  
TIME: 11:00AM TO 6:00PM / BAYAREALATINJAZZFESTIVAL.COM  
NO COOLERS, OUTSIDE FOOD OR DRINKS  
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## ENTERTAINMENT LINEUP

The 2021 festival features a very talented and diverse lineup, including the headliner, Bobi Céspedes featuring John Santos as guest artist; Latin Jazz Collective with John Nava; Montuno Productions All-Stars Salsa Orchestra; Ricky's Grupo Afro-Nativo; René Escovedo Latin Jazz Sextet; MC & DJ Luis Medina.

Bobi Céspedes' electrifying ensemble for this performance features some of the Bay area's finest Latin Jazz musicians. Ms. Céspedes has been at the forefront of representing and promoting Cuban music in the Bay Area and the United States for over 40 years. Her music integrates Cuban folkloric and modern elements in an authentic and distinctive sound.

Likewise, the rest of the entertainment lineup bring their own expert sounds and rhythms, all with one single focus: make sure attendees have a wonderful time! To learn more, visit our website.

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## PHOTOS OF THE FIRST ANNUAL BAY AREA LATIN JAZZ FESTIVAL



SATURDAY, AUGUST 17, 2019 – PHOTOS BY AMANDA NELSON

## CONTACT

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## PAYMENT INFORMATION

Sponsorship Option: \_\_\_\_\_

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](http://bayarealatinjazzfestival.com) or contact Luis Mendoza at (510) 586-3215, [contact@montunoproductions.com](mailto:contact@montunoproductions.com)

Design: Montuno Productions, Inc. - © 2019

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