

 SoundSkilz
Presents

CATHEDRAL CITY, CALIFORNIA.



TASTE OF
JALISCO
FESTIVAL

A CELEBRATION OF
OUR SISTER CITY

TEBUILA, JALISCO, MEXICO.

February 2-4, 2024



Cathedral City



OVERVIEW



The 8th Annual *Taste of Jalisco* festival (Feb 2-4, 2024) celebrates the 27-year sister city relationship between the cities of **Cathedral City, California** (USA) and **Tequila, Jalisco** (Mexico) through music, fashion, spirits, culture and cuisine.

It is a time for Cathedral City to celebrate the strength of its diversity, connect with its neighbors and friends and reaffirm its diplomatic commitment to improving the lives of residents of both cities through dialogue and mutual projects.

More than 10,000 attendees gather downtown each year for the event to enjoy the opening ceremony, family carnival, culinary offerings, tequila tastings, car show, craft vendors, live entertainment, headline concerts in the Cathedral City Amphitheater and more!

This year will also feature the debut of the *Taste of Jalisco Gold Medal Tequila Awards*, a world-class tequila competition with the opportunity to become a judge.

PROGRAMS & ACTIVITIES



Taste of Jalisco features numerous event opportunities for brand & consumer engagement:

OPENING CEREMONY Feb 2

Taste of Jalisco kicks off Friday with a ceremonial flag-raising and official proclamation from the Mayor at City Hall. In attendance are dignitaries from Jalisco, media and VIPs along with live entertainment and the opening of the Carnival and Tequila Garden. Free to everyone before 6pm. Attending VIP judges will also have an opportunity to kick off the Taste of Jalisco Gold Medal Tequila Awards early with an official preview tasting event.

TASTE OF JALISCO AFTER PARTY. Feb 2

On Friday night, an exclusive ticketed VIP after party concert will be held at Agua Caliente Casino. This event will feature authentic entertainment, the best cuisine, world- class tequilas. A limited number of tickets will be available to consumers, VIPs and media.

CARNIVAL Feb 2-4

Back for 2024, and larger than before 70,000-sf carnival over 3 days with rides, amusements & games for all ages and families on the Festival Lawn in front of City Hall, including a huge Ferris wheel overlooking the entire city and surrounding areas.

VENDOR MARKET Feb 2-4

Assorted craft vendors will line the thoroughfare adjacent to the Carnival, located inside town square park. These vendors will be showcasing their wares from Mexican artisans and other local businesses for all three days. Additionally, a diverse array of food trucks and stalls will offer an authentic “Taste of Jalisco” food experience and other treats for attendees



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PROGRAMS & ACTIVITIES (cont'd)



AUTO SHOW Feb 3-4

On Sat & Sun a Car Show featuring an amazing lineup of locally-owned vehicles are displayed in front of City Hall, showcasing a mix of high-end cars, customizations and more for auto enthusiasts

TEQUILA TASTING & AWARDS Feb 2-4

The onsite Tequila Garden will host a high-end cocktail experience for 21 and over attendees, including a tasting with attendees casting votes for their favorite tequilas, which will help determine the audience winners of the first annual **Taste of Jalisco Gold Medal Tequila Awards**

LIVE COMMUNITY PERFORMANCES Feb 2-4

A daily lineup on the Community Stage adjacent to the Carnival along the City Hall steps features performances by local and regional musical groups and live acts celebrating Mexican arts & culture.

HEADLINE AMPHITHEATER SHOWS Feb 2-4

Headline performance featuring a well-known regional and national recording artist will take center stage at the Cathedral City Community Amphitheater. Limited tickets are available. Tickets to the Amphitheater provide FREE access to the rest of the festival.

*additional events & activations can be added
to meet sponsor needs & creative ideas*



EVENT MAP



Taste of Jalisco takes place downtown across from City Hall, in multiple activation areas



BRANDING OPPORTUNITIES



Sponsors have numerous opportunities to promote their brand in various high visibility mediums



light pole banners
on Ave Lalo Guerrero



City Hall façade banners/gobos



bar branding
in the Tequila Garden



City LED billboard & 16' screen
on highway & Festival Lawn



branded Festival tents
10x10 to 20x60



Main Stage branding logos &
LED wall backdrop



websites & social media
posts, stories and paid ads



official posters & flyers



festival maps & programs



official apparel & merchandise



perimeter fence branding



banner stands & signage



barricade & DJ booth wraps



...and more!

PRIMARY SPONSORSHIPS



Primary sponsorships give brands a mix of assets & exposure throughout all aspects of Taste of Jalisco

Benefit	BLANCO \$7.5K	REPOSADO \$12K	ANEJO \$17.5K	EXTRA ANEJO / PRESENTING \$25K
logo in promos, website & ads	basic	prominent / larger size	prominent / largest size	Presented By <LOGO> lock-up
Ave Lalo Guerrero banners	2 dedicated light pole banners	included in festival entry arch + 4 dedicated light pole banners	prominent on entry arch + 6 dedicated light pole banners	most prominent on entry arch + 8 dedicated light pole banners
popup banner signage	1 in Festival Lawn	1 in Festival Lawn + 1 in Amphitheater	2 in festival lawn + 2 in Amphitheater	2 in Festival Lawn + 2 in Amphitheater
stage branding	logo on both stage skirts	logo on left & right stage banners on both stages	larger logo on left & right stage banners on both stages	logo lock-up most prominently featured on top of all stage banners
LED screen time	logo on LED loops	logo loop + 15% of all LED screen time	logo loop + 25% of all LED screen time	logo loop + 1/3 of all LED screen time
festival space for booth/ experiential	10x10 space - no tent (\$500 value)	10x20 space - includes tent (\$1450 value)	20x20 space - includes tent (\$2500 value)	20x20 space – includes tent (\$2500 value)
stage giveaways	1x from community stage	2x comm stage + 1 main stage	3x comm stage + 2 main stage during Headline Concert	4x comm stage + main stage with introduction of Headline Concert
event tickets	2x Dinner + 4x Concert VIP/meet & greet (\$800 value)	4x Dinner + 10x Concert VIP/meet & greet (\$1800 value)	8x Dinner + 8x Concert VIP/meet & greet (\$4000 value)	10x Dinner + 20x Concert VIP/meet & greet (\$4000 value)
logo on entry tickets	-	Small	Larger	Presented by <Logo> with link re-direct to destination page of choice
Post event e-blast	-	Mention	participating	Dedicated e-blast with dedicated offer
bar credit	\$150 bar credit to Tequila Garden	\$300 bar credit to Tequila Garden	\$400 bar credit to Tequila Garden	\$500 bar credit to Tequila Garden
social media mentions	1 post + 1 story	2 posts + 2 stories	3 posts + 3 stories	4 posts + 4 stories
public relations/ earned media	mention in press release	press release + dedicated media alert with quotes	Release, alert w/ quotes + photo recap portfolio	release, alert w/ quotes + on-air TV intvw mention + photo recap portfolio
paid media <small>(online) to promote brand activation</small>	\$250 paid ad spend	\$500 paid ad spend	\$1000 paid ad spend	\$1500 paid ad spend

- all sponsors receive post-event photo recap of brand activation and are included in the official “sizzle reel” recap video
- custom activations are available upon request – additional costs may apply

TARGETED SPONSORSHIPS



These targeted activity-specific opportunities provide affordable points of entry for virtually any brand.

SPONSORSHIP	DESCRIPTION	# available	COST
Ave Lalo Guerrero Light Pole	Exclusively brand a Light Pole on the main throughfare with 2 banners with your logo	4	\$600
Headline Concert Reserved Table	Reserved table for 8 guests, signage at the Concert, meet & greet/photo opp with VIPs, logo on step & repeat, opportunity to give 100 gift bag items	4	\$1600 + gift items
Carnival/Ferris Wheel	Your logo displayed on the Ferris wheel LED screen logo loop, visible to thousands of people at event and across the city for 3 days; includes 50 free rides	4	\$1150
Community Stage Title Sponsor	Naming rights and prominent banner branding on Community Stage; daily product giveaways onstage	1	\$3500
Stage Giveaway	In between performances, have the emcee give away your products from the Community Stage with a big promo announcement. A great way to put your brand into eager hands and get visibility!	4 per day	\$200 per giveaway
	Product giveaway during the Headline Concert in the Amphitheater	4 Saturday	\$500
Car Show Sponsor	Signage and branding in the Car Show including a 10x10 activation booth with tent for customer interaction	2	\$1500
Beer Sponsor	Exclusivity for beer/michelada products, with signage and branding inside the Bar and additional promotion of your products with drink menus, merch and more	1	\$7.5k+ product

- **Custom sponsorships/activations are available upon request**
- **All sponsorships over \$1000+ include website logo placement and inclusion in the event Press Release**



Taste of Jalisco Gold Medal Tequila Competition

"Unlock the Ultimate Tequila Experience: Become a Judge in Gold Medal Tequila Competition!"

Elevate your tequila connoisseur status and join us as a judge in our exclusive, high-end tequila competition. Immerse yourself in the world of premium tequilas, tasting and evaluating the finest selections from top distilleries. As a judge, you'll play a pivotal role in crowning the champions of the tequila industry, all while enjoying a VIP experience like no other.

Don't miss this opportunity to be part of the tequila elite and savor the sophistication of top-tier spirits. Elevate your brand and network with industry leaders by partnering with us as a sponsor. Get ready to toast to excellence and make your mark in the world of tequila!"

SPONSORSHIP	DESCRIPTION	# available	COST
Tequila Competition - Presenting Sponsorship	Naming Lock Up. Name on Plaque. Photos with winning tequila. Media Press Kit. One VIP Table All 3 Days Headline Concerts. Entry for 8	1	\$5000
Judges Kit (Inclusion)	Include your brands signature item inside 150 judges kits. No tequila brands welcome.	4	\$150 + gift item
Judges Kit (Branding)	Your Logo on one signature piece of product provided inside the judges kits. This could include: shot glasses, coasters, t-shirts, other merchandise	4	\$750 + gift items

VENDORS & FOOD TRUCKS



Vendors & Food Truck opportunities are available for all 3 days of the Taste of Jalisco

FESTIVAL VENDORS (price includes all 3 days)			
10x10 vendor (space only)	\$ 375	w/ tent rental, 1 table & 2 chairs:	\$ 675
10x20 vendor (space only)	\$ 650	w/ tent rental, 2 tables & 4 chairs:	\$ 1275
20x20 vendor (space only)	\$ 1125	w/ tent rental, 4 tables & 8 chairs	\$ 2500
FOOD BOOTH/TRUCK (up to 10x30 space)	Please See Application On Our Website		

Service Add-Ons		Marketing Add-Ons	
tent side walls (per 8' x 10' panel)	\$ 45	logo/callout on festival maps	\$ 95
power (20a)	\$ 150	social media promo posts (1 post, 1 story)	\$ 125
tent lighting (requires 20a power purchase)	\$ 45	LED screen ad run 10x during day	\$ 250
additional 6' table	\$ 15		
additional folding chair	\$ 5		

SELECTED VENDOR RULES

- No alcohol, tobacco, adult/sexual or political vendors are permitted
- All vendors must have valid CA Seller's permits and/or Health permits as required by law
- Vendors must exhibit for at least 2 days (Sat & Sun). There is no discount for only 2 days.
- Vendors can bring their own tents and investors NO-generators allowed. Inverters are available for rent from the Festival for additional fees.
- All tents and generators must meet Riverside FD and CCFD fire code regulations
- Tent signage must be approved by the Festival

In addition to the above rules, all vendors will be required to review and agree to all Taste of Jalisco Vendor Rules & Regulations, which will be provided at time of application.



MEDIA & PROMOTION



All sponsors are included in the regional media & promotion campaign overseen by our media & PR team, with over 25 years experience in promoting high profile & large-scale events. Tactics and assets for the campaign include:



select 2023 sponsors may be featured in brand coverage on our media partner channels & coverage including radio, TV & streaming



a robust social media campaign will be launched for the return of Taste of Jalisco across all major social channels

the campaign will also engage major regional influencers & Latinx icons with a total social reach > 1mm

all sponsors will be included in targeted posts/stories and have exclusive content opportunities



our engaged PR firm will conduct an extensive regional and national campaign to publicize Taste of Jalisco across major media outlets

sponsors will be included in press releases, media alerts and ongoing story placements

each brand's PR team will have full access to event media and collaboration with our PR team



a full digital media campaign will be conducted to promote the event and sponsors, using:

regional email & partner databases
paid digital/social campaigns
Cathedral City digital assets
sponsor/partner channels

all sponsors will be included in various campaign elements



2022 coverage on KESQ



2022 promo video / Discover Cat City





TASTE OF JALISCO FESTIVAL

 FEBRUARY 11 - 13 2022

 CATHOLIC CITY, CALIFORNIA

HEADLINE PERFORMANCE BY MEXICO LINDO

APERTURA BY BAILEY POLLOCK AND ENRIQUE ANGULO AND PERFORMANCES BY MARIACHI CALISTO DE AMATECOCELLE

FAMILY FRIENDLY CARNIVAL

ARTISAN CRAFT VENDOR MARKET

COMMUNITY STAGE WITH DAILY ENTERTAINMENT

TEQUILA TASTINGS AND COMPETITION

AUTHENTIC MEXICAN CUISINE

AND MORE



 The 4th Annual Taste of Jalisco Festival (Feb. 11-13, 2022) celebrates the 25-year strong partnership between the state of Catholic City, California (USA) and Tequila, Jalisco (Mexico) through music, culture, arts, cuisine and tequila. This year will also feature the debut of the Taste of Jalisco Gold Medal Tequila Awards.

For more information visit www.tasteofjaliscofestival.com

TASTEofJALISCOFESTIVAL.COM






FOR MORE INFORMATION

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