



Latino Expo-Sponsorship Opportunities 2009

On September 12, 2009, the Greater San Fernando Valley Chamber of Commerce will return to the Panorama Mall for the 13th Annual Latino Expo. The Latino Expo is a high profile marketing opportunity that delivers one-on-one access to the diversity and buying power of nearly 25,000 consumers.

As a partner of the 13th Annual Latino Expo, you will have the opportunity to promote your company, experience a successful sponsorship, and achieve brand recognition. If that isn't enough, here are more reasons why the Latino Expo is a MUST for your organization this year:

- Visibility: Largest Latino showcase in the Southland
- Impact: Nearly 25,000 active consumers in a single day
- Quality: Event designed by a widely-recognized business organization
- Exposure: The one event that attracts a wide Latino marketplace than any other event of its kind in Southern California
- Reach: Be part of an impressive marketing plan that includes print ads, radio, TV, and Internet.
- Location: Situated minutes from downtown Los Angeles and Hollywood in the heart of Southern California's populous San Fernando Valley, Panorama Mall has long been an important destination for the day-to-day shopping needs of residents and daytime workers in the San Fernando Valley.

Panorama Mall is anchored by one of the nation's first multi-level Wal-Mart stores and La Curacao, a hardline large format retailer which boasts a loyal following in Los Angeles' tremendous Hispanic community. The high-volume Wal-Mart completed a major remodel in 2006. Beyond its strong offering of shopping and dining options, the mall has won the loyalty of its multi-cultural community by serving as the site year-in and year-out for a variety of important public service programs as well as entertainment-oriented events.

Strategic customized sponsorships mean measurable results for your organization. The Greater San Fernando Valley Chamber team specializes in helping you build relationships that translate into a significant return on your investment. Whether your goal is to increase sales or create a buzz about your brand, the Chamber will partner to develop a creative and customized sponsorship program to maximize your exposure to the nearly 25,000 active consumers that visit the Expo annually.

Let us create a program with significant return on investment for your organization. Please call us at (818) 989-0300 for more information or complete the return form and fax it to (818) 989-3836.



Latino Expo-Sponsorship Opportunities 2009

Venue Sponsorships

Presenting Sponsor - *Category Exclusivity*

\$25,000 (1 available)

- Name in title: "Presented by *Your Company*" and dominant logo placement where applicable in all print, radio ads, e-blasts, collateral materials, PR, theatre advertising, and Internet.
- Logo prominently displayed on On-Screen Advertising at the Mann Theatre 16 in Panorama City **(deadline is July 30 to be included)**
- Logo prominently displayed on collateral piece to be included in all shopping bags at Vallarta Markets in the east San Fernando Valley. **(deadline is August 10 to be included)**
- Category exclusivity.
- Sampling, display and promotional rights from your quad-size exhibit space.
- Special News Release announcing sponsorship.
- Name in title in radio spots.
- First tier logo placement in all event related printed materials.
- A special e-blast advertising the event includes a message from your company.
- Name in title, logo, link and message from your company's CEO on event website.
- Name in title and dominant logo placement on event welcome banners.
- Small sponsor banner or logo on main stage podium
- Opportunity to provide participant gift bags
- 1000 raffle tickets to give to your customers for prize drawings at event to be sent out as an invitation to attend.
- Complimentary Excel spreadsheet of Chamber Membership database (no phone numbers or emails) to send a pre-show mailer

Fiesta Stage Sponsor - *Category Exclusivity*

\$15,000 (1 available)

The Fiesta Stage is a popular attraction at the Latino Expo. Entertainment includes music groups, dance presentations, and various types of entertainment for the entire family.

- Designation as Title Sponsor of the Expo Stage (i.e.: *Your Company Name Stage*)
- Logo prominently displayed on On-Screen Advertising at the Mann Theatre 16 in Panorama City **(deadline is July 30 to be included)**
- Logo prominently displayed on collateral piece to be included in all shopping bags at Vallarta Markets in the east San Fernando Valley. **(deadline is August 10 to be included)**
- Sampling, display and promotional rights from double exhibit space (to be used by sponsoring company only)
- Recognition as Fiesta Stage Sponsor in all advertising, promotion, theatre advertising, and collateral material.
- Second tier logo placement in all advertising and promotion.
- Logo and link on event website.
- Your banner displayed on the Fiesta Stage (shared)
- Logo placement on on-site signage
- 1000 raffle tickets to give to your customers for prize drawings at event (to be sent out as an invitation to attend)

[Ask us about customizing your Sponsorship Package!](#)



Latino Expo-Sponsorship Opportunities 2009

Specialty Sponsorships

Specialty Sponsorships are for specific venues, entertainment and promotion of brand marketing at the Latino Expo. These sponsorships can translate into brand loyalty by aligning your company with a well-respected advocate for business – the Greater San Fernando Valley Chamber of Commerce. These strategic sponsorships also mean measurable results which will maximize your exposure to the 25,000 plus attendees at the 2009 event.

Dance & Music Sponsor \$3000 (3 available or sponsor all three demonstrations for \$8000)

This year's Latino Expo features the hottest in Hip Hop and Salsa dancing and musical entertainment throughout the day on the Fiesta Main Stage

- Designation as Dance & Music Sponsor on signage during performances
- On-Stage recognition at the Latino Expo
- Logo prominently displayed on On-Screen Advertising at the Mann Theatre 16 in Panorama City (deadline is July 30 to be included)
- One exhibit space including one outlet for electricity
- Recognition as Dance & Music Sponsor in all advertising, promotion, theatre advertising, and collateral material
- Logo and link on event website
- Third Tier logo placement in all advertising and promotion

Official Energy Drink Sponsor \$5000

- Category Exclusivity – energy drink
- Exclusive on-site sampling.
- Logo prominently displayed on On-Screen Advertising at the Mann Theatre 16 in Panorama City (deadline is July 30 to be included)
- Logo placement in all print advertising, collateral materials, theatre advertising, and Internet
- Logo and link on event website.
- On-site recognition

Official Bottled Water Sponsor \$5000

- Category exclusivity – bottled water and/or enhanced water
- Exclusive on-site sampling
- Logo prominently displayed on On-Screen Advertising at the Mann Theatre 16 in Panorama City (deadline is July 30 to be included)
- Logo placement in all print advertising, collateral materials, theatre advertising, and Internet
- Logo and link on event website
- On-site recognition

[Ask us about customizing your Sponsorship Package!](#)



Latino Expo-Sponsorship Opportunities 2009

Corporate Sponsorships

Corporate sponsorships allow your company to sample products, display merchandise and brochures and generate leads, as well as promote brand awareness for your marketing goals.

Gold Sponsor \$2500

- Logo prominently displayed on On-Screen Advertising at the Mann Theatre 16 in Panorama City (deadline is July 30 to be included)
- Double Table Top Exhibit (includes electricity)
- Company logo on pre and post event advertising and promotion (based on sponsor level)
- Opportunity to place a flyer in Chamber General Mailing for four (4) months within the next year
- Logo and link on event website
- Sponsorship recognition ad in local media
- 500 raffle tickets to give to your customers to encourage attendance at the event

Silver Sponsor \$1750

- Logo prominently displayed on On-Screen Advertising at the Mann Theatre 16 in Panorama City (deadline is July 30 to be included)
- Single Table Top Exhibit (includes electricity)
- Company logo on pre and post event advertising and promotion
- Opportunity to place a flyer in Chamber General Mailing for two (2) months within the next year
- Logo and link on event website
- Sponsorship recognition ad in local media
- 500 raffle tickets to give to your customers to encourage attendance at the event

Bronze Sponsor \$1250

- Single Table Top Exhibit (includes electricity)
- Company name recognition on pre and post advertising and promotion
- Opportunity to place a flyer in Chamber General Mailing for one month within next year
- Company listing and link on event website (no logo)
- 400 raffle tickets to give to your customers to encourage attendance at the event

Copper Sponsor \$750

- Single Table Top Exhibit (includes electricity)
- Company name (no logo) on front cover of Special Supplement
- Company name recognition on pre and post advertising and promotion
- Opportunity to place flyer in Chamber General mailing at 50% discount for one month within next year
- Company listing and link on event website (no logo)
- 200 raffle tickets to give to your customers to encourage attendance at the event

Enhance your Corporate Sponsorship through these to wonderful advertising opportunities:

- Logo placement on On-Screen Advertising at the Mann Theatre 16 in Panorama City – Your Logo will be viewed on Event Ad 1800 times in a two week period. (deadline is July 30 to be included) - **\$300**

Ask us about customizing your Sponsorship Package!



Latino Expo-Sponsorship Opportunities 2009

We look forward to your sponsorship of the Latino Expo.
Please complete the Registration Form below by August 25 and fax it to (818) 989-3836. You can also find out about the sponsorship opportunities on our website at www.sanfernandovalleychamber.com
For questions, please call (818) 989-0300
Thank you!

Yes! We want to be a Sponsor of the 2009 Latino Expo, to be held on Saturday, September 12

Please sign me up at the following sponsorship level:

Venue:	<input type="checkbox"/> Presenting Sponsor	\$25,000	<input type="checkbox"/> Fiesta Stage Sponsor	\$15,000
Specialty:	<input type="checkbox"/> Dance & Music Sponsor	\$3,000		
Brand Marketing:	<input type="checkbox"/> Official Energy Drink Sponsor	\$5,000	<input type="checkbox"/> Official Bottled Water Sponsor	\$5,000
Corporate:	<input type="checkbox"/> Gold Sponsor	\$2,500	<input type="checkbox"/> Silver Sponsor	\$1,750
	<input type="checkbox"/> Bronze Sponsor	\$1,250	<input type="checkbox"/> Copper Sponsor	\$750

Corporate Ad-Ons Logo on On-Screen Movie Ad \$300

I want to customize my sponsorship package, please call me!

Authorized by (signature) _____

Contact Name/Title _____

Company Name (as to appear in event program) _____

Address _____

City _____ Zip _____

E-Mail _____

Phone (____) _____ FAX (____) _____

Enclosed is my check for \$ _____ Please invoice me (net: 30 days)

Charge my credit card: Acct. # _____ Exp Date _____

Card Billing Address _____ Billing Zip _____

Name on card _____

Signature _____

Return by August 25, 2009



7120 Hayvenhurst, Suite 114 ♦ Van Nuys ♦ CA ♦ 91406 ♦ (818) 989-0300 ♦ FAX (818) 989-3836