

# MEXICAN PAVILION SPONSORSHIP OPPORTUNITIES MEXICO CITY



STAND OUT FROM THE CROED, INCREASE BRAND OR SERVICES AWARENESS AND RAISE YOUR PROFILE



**SUMMER 2024**

**RBC CONVENTION CENTER**  
375 YORK AVE. WINNIPEG, MANITOBA



**MEXICAN  
PAVILION  
SPONSORSHIP  
OPPORTUNITIES**  
www.mexycanmb.ca



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**MEX Y CAN IS PROUD TO  
HOST ONCE AGAIN A  
MEXICAN PAVILION AS PART  
OF THE FOLKLORAMA  
FESTIVAL THIS SUMMER.**

Folklorama is the largest and longest-running multicultural festival of its kind in the world, as determined by the International Council of Organizations of Folklore Festivals and Folk Arts.



**MEXICAN PAVILION  
MEXICO CITY**

**SPONSORSHIPS PACKAGES**

**We are very excited to participate with Folklorama once again. We invite you to join us to be part of an amazing Mexican Pavilion!**

On average, Folklorama attracts an estimated of 400,000 visitors to take a trip around the world, all without leaving Winnipeg. The last Mexican Pavilion at the RBC Convention Center, was one of the largest we have ever seen, with over 20,000 visitors.

As a sponsor you will show leadership in promoting your products and services and will support an event organized by a Community Association. Plus you will get great exposure in our Pavilion.

| VALUE-ADDED OPTIONS   | GOLD<br>\$1699                     | SILVER<br>\$1199                  | BRONZE<br>\$699                   | FRIEND<br>\$499                   |
|---|------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <b>1</b> Company name and/or logo printed on promotional poster and included in email campaigns to attract attendees.                   | <b>10</b><br>email marketing blast | <b>5</b><br>email marketing blast | <b>3</b><br>email marketing blast | <b>1</b><br>email marketing blast |
| <b>2</b> Logo showcased on two 4K+ screens, located on each side of the stage, during opening loop presentation before and after shows. | <b>8</b><br>times                  | <b>6</b><br>times                 | <b>4</b><br>times                 | <b>2</b><br>times                 |
| <b>3</b> Listing on Mex Y Can website alongside company logo. Size and logo position depend on sponsorship level.                       | ✓                                  | ✓                                 | ✓                                 | ✓                                 |
| <b>4</b> Posts on Mex Y Can social media channels (Facebook and Instagram) in total.  | <b>17</b>                          | <b>14</b>                         | <b>11</b>                         | <b>8</b>                          |
| <b>5</b> Mexican Pavilion Premium Access Passes, including traditional Mexican meal and soft drink.                                     | <b>12</b>                          | <b>8</b>                          | <b>4</b>                          | <b>2</b>                          |
| <b>6</b> Verbal acknowledgement in between shows (3 or 4 per day) by emcee during the 1 week festivities.                               | ✓                                  | -                                 | -                                 | -                                 |
| <b>7</b> Ad in the Mexican Pavilion Electronic Souvenir Guide   | <b>1</b><br>full page              | <b>½</b><br>full page             | <b>¼</b><br>full page             | Business card size                |



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# MEXICAN PAVILION MEXICO CITY

## MEXICAN PAVILION SOUVENIR GUIDE

Promote your product or service or just point potential customers to know about you. A great advertising opportunity you don't want to miss!



Full page ad: **\$300**



Inside front or backcover page ad **\$350** 1/2 page ad: **\$200**



Business Card: **\$100**



All ads must be received by April 30, 2024 to be included in the Mexican Pavilion Souvenir Guide.



All ads should be in JPEG or PDF form.



All images should be 300dpi at full size.



Sponsors/ads are subjected to Folklorama's approval.



We will have an interactive digital copy of the souvenir guide available before and during the pavilion. Mex Y Can Association distribution list has over 650 subscribers, our Facebook page has over 2000 followers and 1010 followers in Instagram.



**Cultural Related Vendors \$399 per table.** Includes logo showcased on pavilion screens once during video loop. If you require electricity, there will be an additional charge as per the RBC Convention Center requirement.



Financial contributions at any level would assist us with costs associated with this event. If you have any particular sponsorship requirements, we would be glad to discuss them with you.



**Late Night Parties Bracelet - \$499.** Have your logo or company name printed on the bracelets that will be given in one of the late night parties to the attendees. Only three spots available.

**Contact us:**



sponsors@mexycanmb.ca



(204) 795-7968