

STAND OUT FROM THE CROWD, INCREASE BRAND OR SERVICES



MEXICAN PAVILION SPONSORSHIP OPPORTUNITIES

www.mexycanmb.ca



AUGUST 11-17, 2019 | RBC CONVENTION CENTRE

375 YORK AVE. WINNIPEG, MANITOBA



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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.



SPONSORSHIPS PACKAGES

In 2018, Folklorama attracted an estimated 445,000 visitors to take a trip around the world, all without leaving Winnipeg. The last Mexican Pavilion was one of the largest we have ever seen, with over 18,000 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 \$1500	SILVER \$1000	BRONZE \$500	FRIEND \$300
1 Company name and/or logo printed on promotional poster and in emails to attract attendees and in social media campaigns	10 email marketing blast	5 email marketing blast	3 email marketing blast	1 email marketing blast
2 Logo showcased on pavilion screen	X	X	X	X
3 Listing on Mex Y Can website alongside company logo	X	X	X	X
4 Listing on Mex Y Can Facebook and Instagram	8 postings	6 postings	4 postings	2 postings
5 Mexican Pavilion VIP Passes, including traditional Mexican meal and soft drink	12	8	4	2
6 Verbal acknowledgement in between shows (3 or 4 per day) by emcee during the 1 week festivities	X	-	-	-
7 Ad in the Mexican Pavilion Souvenir Guide (printed and electronic)	1 full page ad	1/2 full page ad	1/4 full page ad	Business card size ad
8 Ad in the Mex Y Can e-Newsletter	1 page	1/2 page	1/4 page	Business card size ad



Table Top Cultural Related Exhibitors/Vendors **\$300 per week**. Includes logo showcased on pavilion screen.



NEW! Give extra exposure to your brand. For **\$300** you can name one of our five menu items using your brand. Information to be included in all signage of the pavilion. Great exposure!



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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**



1/4 page ad: **\$150**



Business Card: **\$120**



Donation acknowledgment **\$100**



All ads must be received by May 1st, 2019 to be included in the Mexican Pavilion Souvenir Guide.



All ads should be in JPEG, TIF or EPS form. All images should be 300dpi at full size and in CMYK format.



Mex Y Can Association does not create any ads. Sponsors/ads are subjected to Folklorama's approval.



We will print 5000 copies of the souvenir guide. Mex Y Can Association distribution list has over 550 subscribers and Facebook page over 1350 followers.

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

Contact information:



pavilion@mexycanmb.ca



(204) 795-7968

