

MEXICAN PAVILION SPONSORSHIP OPPORTUNITIES

LA CAPITAL



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



Folklorama

AUGUST 2-8, 2020

RBC CONVENTION CENTRE
375 YORK AVE. WINNIPEG, MANITOBA



MEXICAN PAVILION SPONSORSHIP OPPORTUNITIES

www.mexycanmb.ca



AUGUST 2-8, 2020
RBC CONVENTION CENTRE
375 YORK AVE.
WINNIPEG, MANITOBA



**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 LA CAPITAL

SPONSORSHIPS PACKAGES

In 2019, 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 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 \$1500	SILVER \$1000	BRONZE \$500	FRIEND \$300
1 Company name and/or logo printed on promotional poster and included in email campaigns to attract attendees.	10 email marketing blast	5 email marketing blast	3 email marketing blast	1 email marketing blast
2 Logo showcased on pavilion screens during loop presentation.	4 times	3 times	2 times	1 time
3 Listing on Mex Y Can website alongside company logo. Size and logo position depend on sponsorship level.	✓	✓	✓	✓
4 Total posts on Mex Y Can social media channels (Facebook, Instagram, Twitter).	12	9	6	3
5 Mexican Pavilion Easy Access 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.	✓	-	-	-
7 Ad in the Mexican Pavilion Souvenir Guide (printed and electronic)	1 full page	1/2 full page	1/4 full page	Business card size
8 Ad in the Mex Y Can e-Newsletter	1 page	1/2 page	1/4 page	Business card size



MEXICAN PAVILION SPONSORSHIP OPPORTUNITIES

www.mexycanmb.ca









AUGUST 2-8, 2020
RBC CONVENTION CENTRE
375 YORK AVE.
WINNIPEG, MANITOBA



MEXICAN PAVILION LA CAPITAL

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**
-  NEW! Place your ad by the food line **\$100**



All ads must be received by May 1st, 2020 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.



Mex Y Can Association does not create/print 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 650 subscribers, our Facebook page has over 1650 followers, 750 followers in Instagram and 150 in Twitter.



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



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 us:



pavilion@mexycanmb.ca



(204) 795-7968