



SPONSORSHIP OPPORTUNITIES

MEXICAN PAVILION
VIVA EL NORTE
AUGUST 6-12 2023

ST. NORBERT COMMUNITY CENTRE
3450 PEMBINA HWY.
WINNIPEG, MANITOBA, CANADA



Folklorama



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Mex Y Can is back once again with our 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**.



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 **22,000 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.**

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Sponsorship opportunities

Value-Added Options	Gold \$1200	Silver \$1000	Bronze \$500	Friend \$300
Company name and/or logo printed on promotional poster and included in email campaigns to attract attendees.	10 email marketing blasts	5 email marketing blasts	3 email marketing blasts	1 email marketing blast
Logo showcased on two 4K+ screens, located on each side of the stage, during opening loop presentation before and after shows.	8 times	6 times	4 times	2 times
Listing on Mex Y Can website alongside company logo. Size and logo position depend on sponsorship level.	✓	✓	✓	✓
Posts on Mex Y Can social media channels (Facebook, Instagram, TikTok) in total.	12	9	6	3
Mexican Pavilion Premium Access Passes, including traditional Mexican meal and soft drink.	12	8	4	2
Verbal acknowledgement in between shows (3 or 4 per day) by emcee during the 1 week festivities.	✓	-	-	-
Ad in the Mexican Pavilion Souvenir Guide (printed and electronic), letter size.	1 full page	1/2 page	1/4 page	Business card size



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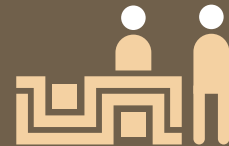


Mexican pavilion souvenir guide only

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

	Inside front or backcover page ad	\$ 350
	Full page ad	\$ 300
	1/2 page ad	\$ 200
	1/4 page ad	\$ 150
	Business Card	\$ 100
	New! Place your ad by the food line, admission or arena rink board	\$ 100

- All ads must be received by **May 1st, 2023** 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 1000 copies of the souvenir guide plus an interactive digital version.
- Mex Y Can Association distribution list has over **650 subscribers**, our **Facebook** page has over 2250 followers, 1010 followers in **Instagram** and 250 in **TitTok.**



Ask about our exclusive Exhibitor/Vendor Tables. Limited quantities subject to availability.

FIRST COME, FIRST SERVE.

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 or **(204) 795-7968.**