



The 5th Annual

ESCONDIDO TAMALE FESTIVAL

November 2, 2019
11am - 5pm

Grape Day Park
Escondido, CA

**2019
SPONSOR
PACKAGE**

JUST THE FACTS



**During it's
First 4
years the
Escondido Tamale Festival averaged...**



ATTENDEES

- 10,000 – 15,000 attendees

WEBSITE

<http://www.escondidotamalefestival.org/>:

- 35,000 views annually
- 20,000 views the week of our event
- 7,000 views the day of our event

FACEBOOK

<https://www.facebook.com/EscondidoTamaleFestival/>:

- 3,500 followers and likes
- 25,000 views on the day of our event

GOOGLE

Google Search results in over 20,000 results!

Following are just a few of the online sites we're featured in:

- | | |
|----------------------------|------------------------------------|
| • Instagram | • SDBW.org (San Diego Beer Week) |
| • VisitEscondido.com | • VisitCalifornia.com |
| • SeeCalifornia.com | • Kpbs.org/events |
| • BrownPaperTickets.com | • SanDiegoMagazine.com |
| • SanDiegoUnionTribune.com | • ToyotaSanDiego.com |
| • DiscoverSD.com | • Meetup.com/San-Diego-Maker-Faire |
| • Yelp.com | • TonightInSanDiego.com |
| • EscondidoShines.com | • SanDiegan.com |
| • SanDiegoReader.com | • TheCoastNewsGroup.com |
| • SanDiego.com | • UnTappd.com |
| • EventCrazy.com | • Festivals4Fun.com |
| • FestivalNet.com | • ...and many more |

PRINT

Printed and locally distributed material:

- 10,000+ Postcards, 100+ Posters and Banners
- 35,000 San Diego Edible Magazines with our advertisement (2015)

JUST IMAGINE WHAT WE CAN DO IN IT'S 5th YEAR...

BE SEEN. GET NOTICED.
**Benefit as a Sponsor of the 2019, 5th Annual,
Escondido Tamale Festival!**

Presented by the Escondido Downtown Business Association, a 501(c)6
243 S. Escondido Blvd, Ste. 701, Escondido, CA 92025

Web: www.EscondidoTamaleFestival.org Email: Alex@EscondidoTamaleFestival.org Ph:(760) 207-6321

15 COLORFUL REASONS TO BE A SPONSOR



5th Annual Escondido Tamale Festival

November 2, 2019
11-5pm
Grape Day Park, Escondido, CA



Escondido Tamale Festival

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BE SEEN

Gain added exposure of your business and logo.
Our website www.EscondidoTamaleFestival.org
averages 35,000 views annually.



5th Annual
ESCONDIDO TAMALE FESTIVAL
Saturday, November 2, 2019
11am - 5pm
Grape Day Park, Downtown Escondido

Home Location Sponsors Photo Gallery VIP Tickets Vendor / Contact Us

SPONSORS

EVENT SPONSORS: Thank you for your generous Contributions!

TITLE SPONSOR:



NORTHGATE MARKET
EVERY VISIT HAS A STORY.™



SDGE
Semptra Energy utility

YOUR LOGO HERE
Contact Us!

Constellation Brands
BEER DIVISION

Hⁿ Health Net

usbank

ESCONDIDO DISPOSAL, INC.
"We'll Take Care of It!"

Grangetto's
TAM & GARDEN SUPPLY

HAWTHORNE
Country Store

Best Western

NORWOOD
ESTATE PLANNING & INVESTMENTS

RAFFLE SPONSORS:



BW Best Western

NORTHGATE MARKET
EVERY VISIT HAS A STORY.™

Ice-plex

Posino del Pharo

HORNBLOWER
CRUISES & EVENTS

California Center for the Arts, Escondido

Vista valley country club

Legend

PRODUCT SPONSORS:



HOT TAMALES

TAPATIO

tajin

SERVICE SPONSORS:



VIST ESCONDIDO

ESCONDIDO DISPOSAL, INC.

USA Multicultural

Minuteman Press Escondido

Legend

ESCONDIDO SHINES

DMZ

MY SAN DIEGO NORTH COUNTY

BEER & WINE SPONSORS:



DOS DESPERADOS

STONE BREWING CO.

JACKED UP BEER

WILD BAREL

Trust Me VODKA

Constellation Brands
BEER DIVISION

BODIGA

SAN ANTONIO WINERY
ESTABLISHED 1971

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DID YOU SEE US?



**Escondido Tamale Festival
is seen in many publications
in print and online...**



Edible
San Diego
Magazine
(2015)



San Diego
Beer Week.



Escondido Magazine
and
Discover
San Diego
and more...

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WHO ARE WE?

ESCONDIDO DOWNTOWN BUSINESS ASSOCIATION 1962 - 2019

Some History of Activities and Successes

The Escondido Tamale Festival is presented by the Escondido Downtown Business Association, a 501(c)6, for the marketing, support, and preservation of the 127 year Old Historic Downtown Business District.



DBA events continue to bring shoppers, investment, and visitors to the City of Escondido in support of the economic health and cultural tourism goals of the district, and increased retail sales.

Current DBA Events:

For the Love of Chocolate (Feb),
Escondido Street Fairs (May & Oct.);
Escondido Tamale Festival (Nov)

Previous DBA Events:

The Wedge Artisanal Cheese Festival (4yrs),
Downtown Escondido Farmers Market (23 yrs);
Cruisin' Grand (11 yrs); Taste of Downtown/Tour
du Fork (4 yrs); First Night Escondido (1st four yrs);
Grape Day Parade; Jingle Bell Cruise; Girls' Night
Out; Fashion Week Escondido, and many more.

DBA Accomplishments/Efforts:

Successful lobbying for reopening Grand Ave west across Centre City Pkwy to allow direct access to downtown business district from freeway; advocacy to city to ease restrictions a) on Grand Ave microbreweries and alcohol serving businesses/hours of operation, and b) on parking requirements for Grand Ave businesses; design assistance supporting preservation of historic buildings; additional downtown lighting on streets and in alleys; American flags on Grand on holidays; additional/upgraded trash containers in the downtown; seasonal and hometown heroes street banners; creation of historic storefront/visitor center from former blighted building on Grand, (former) pocket park on Pennsylvania replacing blighted lot; free design support to member businesses; flowers on medians; Downtown Haunted House and trick or treat; advocacy for sidewalk dining, pedestrian safety, beautification; advocacy to allow urban residential zoning in the downtown; advocacy to protect/expand central park; advocacy to change zoning around park to allow additional retail/office/residential use; much more.

The DBA listens to its member businesses, works to stay abreast of urban trends, works with police and city staff on security, beautification, business and economic issues, and continues to follow guidelines of the successful National Main Street program for healthy historic downtowns.

Escondido Downtown Business Association, 243 S Escondido Blvd., #701, Escondido, CA 92025 (760) 877-8582



Portions of the proceeds from the Escondido Tamale Festival will be used to promote Historic Downtown Escondido as a shopping, dining and entertainment destination.



CONTACT US

Alex MacLachlan

President

Escondido Downtown Business Association
243 S. Escondido Blvd, Ste. 701, Escondido, CA 92025



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ESCONDIDO TAMALES FESTIVAL

2019 SPONSORSHIP LEVELS OPPORTUNITIES & BENEFITS

	El Patron	Bolsa	Tamale d' Oro	Pequeno Youth	Tamale Caliente	Pinatas y Chihuahuas
	\$ 12,000	\$ 7,000	\$ 4,000	\$ 3,000	\$ 1,500	\$ 500
<i>Prominence of logo on event website and marketing, commensurate with sponsorship level.</i>						
Pre-Event	•					
Pre-Event	•	•	•	•	•	•
Event Day	•	•				
Event Day	• (Full Page Add)	• (1/2 Page Add)	• (1/4 Page Add)			
Event Day	•	•	•			
Event Day	•	•	•	•		
Event Day	•	•	•	•	•	
Event Day	3	2	2	1	1	
Event Day	•	•	•	•	•	•
Event Day	10	8	6	4	3	1
Event Day	•	•	•	•	•	•
Post Event	•	•	•	•	•	•

(EXCLUSIVE SPONSORSHIPS NEGOTIABLE)

Online Marketing - Inclusion in Web Site, mails and Social Media Posts as title sponsor.

Print Marketing - Inclusion in Press Releases and Printed Event Materials

Event Bags - Company Name / Logo on Festival Event Bags

Brochure Ad Space- Ad Space in Event Day Brochures

Live Mention(s) - Live Main Stage Sponsor Mentions

Banner Display - Upon request, we will display your company-provided Banner on event day

Banner Display - Company Logo prominently displayed in Event Day Banners

Booth Space(s) Booth space to further promote your company on Event Day

Brochure Logo- Company Logo in Event Day Brochure

VIP Tickets - Complimentary VIP Tickets for Tamales and Beer/Wine Garden Wristbands

Swag Distribution* - Upon request, we will distribute company-provided swag on event day

Online Marketing-Continued Business Logo Branding on website, Facebook, etc. for 1 year

**Please provide company swag at least 14 days prior to event, for distribution.*

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Thank you, in advance, for supporting Historic Downtown Escondido!



Escondido Tamale Festival

Saturday, November 2, 2019

11am - 5pm

Grape Day Park, Escondido

www.EscondidoTamaleFestival.org



SPONSOR APPLICATION / INVOICE

Business Name: _____

Contact Name: _____ Email: _____

Phone: () _____ Mobile: () _____

Address: _____

City: _____ State: _____ Zip: _____

Please indicate Sponsorship Level:

(Exclusive options available)

☐ Other \$ _____

☐ El Patron \$12,000

☐ Bolsa Sponsor \$7,000

☐ Tamale d' Oro \$4,000

☐ Pequeno Youth Area Sponsor \$3,000

☐ Tamale Caliente \$1,500

☐ Pinatas y Chihuahuas \$500

(NOTE: Prominence of logo on event website and all marketing material, commensurate with sponsorship level.)

Is an Event Booth Space(s) desired? YES / NO If so, please also complete a Vendor Application Form.

Payment should be received, the earlier of: 30 days from the date of this application or 30 days prior to the event date, whichever comes first. If paying by credit card, please complete Credit Card Authorization Form.

I agree to indemnify, defend, waive, release and hold the Escondido Downtown Business Association and its Board of Directors, and the City of Escondido, harmless from any and all liability, claims and causes of action for injuries to person or property arising out of or related to this Festival, specifically including, without limitation, injury or damage to booth and contents, merchandise, employees, contractors, guests, customers, invitees, and all other third parties.

Signature: _____ **Date:** _____

RETURN THIS PAGE WITH ALONG WITH PAYMENT TO:

(checks payable to "Escondido Downtown Business Assoc.")

Escondido Tamale Festival

by the Escondido Downtown Business Association

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For Office Use Only:

Receipt# _____ Date Application Received: _____

Amount Received \$ _____ Check# _____ Check Date: _____ By: _____

Office Use Only:

CC Processed Date: _____ Amount \$ _____ By: _____ Receipt Sent: _____



Escondido Tamale Festival Credit Card Authorization Form

Description:	Price:	Quantity:	Subtotal:
<input type="checkbox"/>			
<input type="checkbox"/> El Patron Sponsor ~ \$12,000			
<input type="checkbox"/> Bolsa Sponsor \$7,000			
<input type="checkbox"/> Tamale d' Oro \$4,000			
<input type="checkbox"/> Pequeno Youth Area Sponsor \$3,000			
<input type="checkbox"/> Tamale Caliente \$1,500			
<input type="checkbox"/> Pinatas y Chihuahuas \$500			
TOTAL:			

I _____ (printed name of cardholder) hereby authorize the Escondido Downtown Business Association (aka Escondido Tamale Festival) to charge my credit card in the TOTAL AMOUNT of: \$ _____.

Card Type (circle one):



Card Number: _____ - _____ - _____ - _____

Exp Date: _____ 3-Digit Security Code: _____ Billing Zip Code: _____

Address (where credit card bills are sent):

X

Authorized signature of cardholder

Date

Printed name of cardholder (as it appears on card).

Escondido DBA – Escondido Tamale Festival

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