



Saturday, August 17, 2019

10 a.m. – 6 p.m.

National Hispanic Cultural Center

Produced by Bernalillo County and National Hispanic Cultural Center

Sponsorships Available

All terms negotiable and customizable to benefit sponsor based on contribution

Presenting Sponsor: \$15,000 cash – commitment and artwork due May 30, 2019

- Presenting sponsor of event – ***Bosque Chile Festival*** presented by
- Sponsor company name & logo included in television, radio, internet, and print advertising
- Company logo inclusion on social media and web pages as ***Presenting Sponsor***
- Company name listed on the ***Sponsors Sheet***
- 2 – company banner placement on event entrance gate (banner supplied by sponsor)
- Logo inclusion on ***Bosque Chile Festival*** banners 2-4 located throughout event
- Live mentions on stage during the event
- Promotion in pre & post event e-mail campaigns, press releases
- Sponsor highlight on social media
- Premium size (20' x 20') booth
- 50 complimentary event tickets & 10 VIP parking passes
- Company logo on Ristra Run T-shirt
- Company name included in press releases
- Cross promotional social media posts opportunity
- First right of refusal for subsequent year sponsor agreement

Main Stage Sponsor: \$7,500 cash – commitment and artwork due July 1, 2019

- Sponsor of Main Stage with prominent banner opportunity on stage
- Company name listed on the ***Sponsors Sheet***
- Sponsor company name & logo included on internet, website, and social media
- 2 – company banner placement on event entrance gate (banner supplied by sponsor)
- Logo inclusion on ***Bosque Chile Festival*** banners 2-4 located throughout event
- Live mentions on stage during the event
- Promotion in pre & post event e-mail campaigns, press releases
- Stage sponsor highlight on social media
- Premium size (10' x 10') booth adjacent to the stage
- 20 complimentary event tickets & 5 VIP parking passes
- Company logo on Ristra Run T-shirt
- Company name included in press releases
- Cross promotional social media posts opportunity
- First right of refusal for subsequent year sponsor agreement

Artisan Vendor Area Naming (4 available): \$2,500 cash or \$5,000 product/service donation

- Title sponsor of Artisan Vendor Area
- Company name listed on the **Sponsors Sheet**
- Sponsor company name & logo included on internet, website, and social media
- 2 – company banner placement on event entrance gate (banner supplied by sponsor)
- Logo inclusion on **Bosque Chile Festival** banners 2-4 located throughout event
- Live mentions on stage during the event
- Sponsor highlight on social media
- Complimentary booth (10' x 10') exhibit booth in artisan vendor area
- 10 complimentary event tickets & 2 VIP parking passes
- Company logo on Ristra Run T-shirt
- Company name included in press releases
- Cross promotional social media posts opportunity
- First right of refusal for subsequent year sponsor agreement

Food Court Area Naming: \$2,500 cash or \$5,000 product/service donation

- Title sponsor of Food Court
- Company name listed on the **Sponsors Sheet**
- Sponsor company name & logo included on internet, website, and social media
- 2 – company banner placement on event entrance gate (banner supplied by sponsor)
- Logo inclusion on **Bosque Chile Festival** banners 2-4 located throughout event
- Live mentions on stage during the event
- Sponsor highlight on social media
- Complimentary (10' x 10') exhibit booth in food court area
- 10 complimentary event tickets & 2 VIP parking passes
- Company logo on Ristra Run T-shirt
- Company name included in press releases
- Cross promotional social media posts opportunity
- First right of refusal for subsequent year sponsor agreement

Chef Demo Courtyard Naming: \$2,000 cash or \$4,000 product/service donation

- Title sponsor of Chef Demo Courtyard
- Company name listed on the **Sponsors Sheet**
- Sponsor company name & logo included on internet, website, and social media
- 2 – company banner placement on event entrance gate (banner supplied by sponsor)
- Logo inclusion on **Bosque Chile Festival** banners 2-4 located throughout event
- Live mentions on stage during the event
- Sponsor highlight on social media
- Complimentary (10' x 10') exhibit booth in chef demo courtyard
- 10 complimentary event tickets & 2 VIP parking passes
- Company logo on Ristra Run T-shirt
- Company name included in press releases relevant to chef demos
- Cross promotional social media posts opportunity
- First right of refusal for subsequent year sponsor agreement

Extra Hot Chile Sponsor (10 total; 6 available): \$1,000 cash or \$1,500.00 Product/Service Donation

- Sponsor company name included on internet, website, and social media
- Company name listed on the **Sponsors Sheet**
- 2 – company banner placement on event entrance gate (banner supplied by sponsor)
- Live mentions on stage during the event
- Complimentary (10' x 10') exhibit booth
- 10 complimentary event tickets & 2 VIP parking passes
- Company logo on Ristra Run T-shirt
- Name inclusion on **Bosque Chile Festival** Banners 2-4 located throughout event
- Company name listed included in press releases
- Cross promotional social media posts opportunity

NEWLY ADDED CATEGORY

Hot Chile Sponsor: \$625

- Complimentary (10' x 10') exhibit booth
- Sponsor company name included on the web site
- Company name listed on the **Sponsors Sheet**
- Live mentions on stage during the event
- Company name listed included in press releases
- Cross promotional social media posts opportunity

To discuss Bosque Chile Festival sponsorship opportunities, contact Shawn Perry-Turner at 505-468-7817 or spturner@bernco.gov. All sponsorships and donations to benefit the *Bernalillo County Quality of Life Community Fund*. This is a partnership between Bernalillo County and the New Mexico Community Foundation. The fund allows Bernalillo County to leverage business and private investment to further enhance the county's quality of life initiatives. All sponsorships and donations are tax deductible.

Donations made payable to:

New Mexico Community Foundation

c/o Special Events and Sponsorships – Bosque Chile Festival
8 Calle Medico
Santa Fe, NM 87505