



PALMFEST

International *FolkLife* Celebration
McAllen, Texas 2011

Sponsorship Opportunities

October 1 & 2, 2011

at the

McAllen Convention Center

Festival is free admission – Free parking



SPECIAL CENTENNIAL EVENT!

PALMFEST Presents

The Valley Symphony Orchestra in the

“Concert of the Century” on Thursday September 29, 2011

McAllen Convention Center

Reception, Dinner, Historical Exhibits & Concert \$100.00 per person

www.palmfest.com



dear friends,

The 6th annual PalmFest 2011 will be extraordinary! Along with celebrating the unique cultures and vibrant history of Deep South Texas for its 6th year, this year will also **Commemorate the 100th anniversary of McAllen's Charter!** Look for special historical exhibits about McAllen's past, a special Art Show highlighting the work of many local & regional artists and a top notch regional entertainer as the final concert on the Saturday line up! Other McAllen businesses and McAllen churches will also be on exhibit in celebration of their respective Centennials. 2011 is developing the inaugural PalmFest **Farmer's Market** in highlighting our Valley farmers and honoring our agricultural roots!

In honor of this major McAllen milestone, PalmFest is proud to present the Valley Symphony Orchestra's "**Concert of the Century**". This historic evening will include a festive pre-concert wine reception followed by an elegant dinner during which attendees will enjoy the McAllen historical video presentation. The evening will culminate with the Grand Symphony concert! (Note: Concert only tickets are available and offered to season ticketholders in the regular VSO concert line up)

PalmFest will once again bring several highly successful events into one fun and festive weekend of music, art, Car Evolution show, ethnic foods, authentic cultural entertainment, children's activities, shopping and much more! Our efforts are dedicated to enhancing the cultural landscape of our region by providing an event of exceptional merit and diversity. Our audience has grown significantly since our debut in 2006, bringing in just under 35,000 attendees at the *2010 PalmFest*.

Our mission remains to enrich, enlighten, educate and entertain people of all ages with free admission and parking in an effort to allow more families to attend. Concession and special event ticket sales alone cannot cover the expenses associated with the production of such a spectacular two-day family event. Therefore, we seek the support of our community in the form of sponsorships to enable us to continue to bring *PalmFest* to McAllen and the Rio Grande Valley!

In closing, by assisting us in fulfilling our mission, we believe your sponsorship of *PalmFest 2011* will be a gift of great mutual benefit.

Thank you in advance for your support!

Respectfully,
Elva M. Cerda
PalmFest Inc. Executive Board Chairman





about...

In October 2004, McAllen celebrated the founding of the City based on the establishment of the McAllen Train Depot in 1904 (on 23rd street). After the great success of the celebration festivities held, the Centennial Committee discussed the creation of a citywide festival with a vision of creating an event that would celebrate the unique cultures and vibrant history of Deep South Texas.

With the support of the City of McAllen, the committee began to plan an event that would combine several highly successful events into one fun and festive weekend filled with entertainment typical of our area and good old-fashioned "fun" for the entire family. The event was entitled "*PalmFest*" as an indication of our region as for many years our city has been known as the "*City of Palms*".

PalmFest made its debut October 2006 with "partners" consisting of not for profit and service organizations. The event drew about 15,000 attendees that year and has virtually doubled attendance each year since then. *PalmFest* is also unique as the festival is a not for profit event that gives back to the community via the non-profit participants that comprise the major attractions at the festival thus truly creating a "win-win" festival that is of benefit to our community and our region.

The *PalmFest* board, its partners, committee and stakeholders will continue to strive to continue to delight its audiences with the anticipation of continued growth and success year after year!



demographics*

45% of our audience are between the ages of 18 - 45 (32% ages 12 and below)

47% of our audience are female – 53% are male

42% of our audience are married – 41% are single

69% of our audience attended some college or have a degree

60% of our audience live in a single family home

68% of our audience dine-out at least once a week

47% of our audience have sit-down dining when dining-out

72% of our audience listed movies, 63% listed music and 61% listed football as their most interested activities

* demographic research gathered by independent third party



why sponsor?

As a non-profit organization, the *PalmFest International Folklife Celebration* would not exist without community support. In its short history, *PalmFest* has had many sponsors who have given cash and in-kind donations to make the Event a successful, annual tradition. There are many different levels a sponsor can participate as. Your sponsorship will:

- target a broad audience
- reflect a high visibility investment
- increase brand loyalty
- support the local community

Please support our efforts to enrich, enlighten, educate and entertain people with your contribution to the *2010 PalmFest International Folklife Celebration*. Contact us right away to see how you can be a part of this very special cultural event.



contact info

For sponsorship information, contact Angie Juarez at 956-682-5566 or via email at ajuarez@advertir.net

Sponsorship contributions and commitment forms can be delivered in person or mailed to:

PalmFest
522 North Main
McAllen, Texas 78501

sponsor levels



Diamond Palm Sponsor \$25,000 (1 Only)

- Recognition as *Presented by* and PRIMARY printed logo on all promotional materials and media (*i.e.: posters, flyers, print advertising, website*)
- Your logo printed as the PRIMARY logo on event banners
- Two – 20' x 20' display space with tent in prominent area of the venue
- Opportunity to display banners and signage in your display space
- Rights to display, sell merchandise and distribute product samples (*does not include food, contact for details*)
- News release writing and distribution
- Very frequent PA announcements throughout event
- Logo printed in event program distributed on days of event

SPECIAL CENTENNIAL EVENT! Table of 8 for the Dinner Gala & "Concert of the Century" event presented by the Valley Symphony Orchestra (VSO) and PalmFest on September 29, 2011 (includes Wine Reception)

Royal Palm PLUS Sponsor \$6,000 - \$10,000

Special sponsorships available for Special Attractions, Meet & Greet Attractions and Ticketing; contact Angie Juarez for details.

Royal Palm PLUS sponsors will also receive **SPECIAL CENTENNIAL EVENT!** Six tickets to the Dinner Gala & "Concert of the Century" presented by the Valley Symphony Orchestra (VSO) and PalmFest on September 29, 2011 (includes Wine Reception)

Royal Palm Sponsor \$5,000 (5 Only)

- JUMBO printed logo on all promotional materials (*i.e.: posters, flyers, print advertising, website*)
- Your JUMBO logo printed on event banners
- Two – 20' x 20' display space with tent in prominent area of the venue
- Opportunity to display banners and signage in your display space
- Rights to display, sell merchandise and distribute product samples (*does not include food, contact for details*)
- News release writing and distribution
- Frequent PA announcements throughout event
- Logo printed in event program distributed at admission gates on days of event

SPECIAL CENTENNIAL EVENT! Four tickets to the Dinner Gala & "Concert of the Century" presented by the Valley Symphony Orchestra (VSO) and PalmFest on September 29, 2011 (includes Wine Reception)

Sabal Palm Sponsor \$2,500 (10 Only)

- LARGE Printed logo on all promotional materials (*i.e.: posters, flyers, print advertising, website*)
- Your LARGE logo printed on event banners
- One – 20' x 20' display space with tent in prominent area of the venue
- Opportunity to display banners and signage in your display space
- Rights to display, sell merchandise and distribute product samples (*does not include food, contact for details*)
- Occasional PA announcements throughout event

SPECIAL CENTENNIAL EVENT! Two tickets to the Dinner Gala & "Concert of the Century" presented by the Valley Symphony Orchestra (VSO) and PalmFest on September 29, 2011 (includes Wine Reception)

Sago Palm Sponsor \$1,000 (20 Only)

- One – 10' x 10' display space with booth and signage opportunities in that space
- Rights to display, sell merchandise and distribute product samples (*does not include food, contact for details*)
- PA announcements throughout the event when available
- Sponsor name will be listed on event program

Date Palm Sponsor \$500 (Unlimited)

- Sponsor name will be listed on event program
- Rights to distribute flyers & coupons by walking the festival grounds (*display space NOT available at this level*)

IMPORTANT NOTE: Venue signage is reserved for event sponsors ONLY



Sponsorship Agreement Form

Saturday & Sunday, October 1 & 2, 2011



YES! Sign us up as a _____ Sponsor for the 2011 PalmFest!
(Enter level of sponsorship here)

Name/Title: _____

Company: _____

Address: _____

Phone: _____

Cell: _____

Fax: _____

Email: _____

TERMS & IMPORTANT NOTICES: Event Sponsorship fees are due, in full, prior to August 26, 2011. Sponsor agrees that this document, when signed below constitutes a binding agreement. Sponsor further agrees that upon PalmFest receipt of this signed agreement, it shall be enforceable in accordance with its terms. By signing below, the individual represents and warrants that he/she is duly authorized to execute this binding agreement on behalf of Sponsor. Payments, completed agreement and artwork or other required information must be received by PalmFest by the above date to assure your sponsorship is acknowledged accordingly. Failure to comply may result in incomplete logo placement or other sponsorship incentives as applicable. Sponsor agrees to be bound by the information and terms herein and any event rules and regulations represented now or as established at a later date by PalmFest Inc. **Note:** Should payment not be received on or before the above date, Sponsor is liable for collection fees incurred by PalmFest Inc. including attorney and/or court costs if required to collect on account.

PAYMENT: Please make your check payable to PalmFest, Inc., and mail to the address listed below. **ARTWORK:** Please submit all logos to Advertir, Inc. by August 26, 2011 in order to assure placement. Call Advertir at 682-5566 for instruction on submission or artwork. **VENUE:** Site assignment is at the sole discretion and authority of the PalmFest event producer or their assigns under the guidance of the PalmFest Inc. executive board. Participants will be accommodated fairly and equitably based on level of participation and availability.

Hold Harmless: Sponsor hereby agrees to indemnify, defend, and hold harmless the City of McAllen and PalmFest Inc., and their officers, agents and employees from and against any and all claims, demands, proceedings, actions, suits, judgments, liabilities, damages, losses, costs, and expenses, including those that may arise from Sponsor's participation in the Event, and including as well, but not limited to claims for personal injury and/or damage to property, and further including, but not limited to any investigation, legal and/or other costs and expenses incurred in connection with any amount paid in settlement of any claim, demand, proceeding, action, suit, or judgment resulting from and/or in connection with Sponsor's participation in the Event.

Rentals: By signing this agreement, sponsor agrees to be responsible for payment of all rental items added over and above those provided per sponsorship level as well as any replacement costs for any rental items lost or not returned to PalmFest Inc. Sponsor understands that any and all rental items requested for use during the event must be returned in same condition or sponsor will be responsible for repair or replacement cost. Said payments will be made promptly to PalmFest Inc. A separate rental agreement and rental order receipt will be required by PalmFest as per specified deadlines herein.

FINAL AGREEMENT: Notwithstanding all of the above, it is understood that PalmFest Inc. provides this written agreement to all sponsors solicited for the event by the following methods: hand delivery, mail delivery, by facsimile, electronic mail and via the PalmFest event website. It is hereby understood and agreed that verbal and other non-written commitments are binding to this agreement once sponsorship funds are received by PalmFest Inc. Any modifications to this agreement must be agreed upon in writing by all parties or any such modifications will be null and void.

THANK YOU!

Submitted by: _____ Date: _____

Accepted by: _____ Date: _____

For additional information call the PalmFest Hotline at 956.682.5566, email to ajuaraz@advertir.net or write to PalmFest, Inc., 522 North Main, McAllen, TX 78501 www.palmfest.com

For Internal PalmFest use only:
Qualified Event Partner solicitor: _____ Individual representing EP: _____
Sponsorship funds received on: _____ Check #: _____ Commission waived?: ___ Yes ___ No, please issue check payable to: _____
Note: Waived commission remains as operating revenues of the PalmFest