

**The 4th Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference**  
**A Benefit for the Club de Niños y Niñas Sección Rosarito**  
**Sponsorship Package**  
**October 2nd-6<sup>th</sup>, 2013**

**Table of Contents**

**Fact Sheet....**

**Introduction...**

**The Event...**

**Sponsorship Benefits...**

**Event Promotion...**

**History...**

**The Event:** The 4<sup>rd</sup> Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference

**Date:** October 2<sup>rd</sup>-6<sup>th</sup>, 2013

**Location:** The Rosarito Beach Hotel, Boulevard Benito Juarez #31. Rosarito Beach, Baja California, Mexico

**Event Profile:** The Boys and Girls Club of Rosarito Beach will sponsor the 4<sup>th</sup> Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference. Its goal is to build a bridge between the cultures of the US and Mexico by promoting the teaching of the music and dance of Mexico into the educational curriculum of schools on both sides of the border. Last year's (2012) *encuentro* was attended by over 300 U.S. students from instructors from San Diego County, Orange County, Los Angeles County, Imperial County, and Riverside County in California, as well as Maricopa and Pima County in Arizona, and El Paso, Texas plus Mexican students from the cities of Tijuana, Rosarito, Ensenada, and Mexicali in Baja California. New areas of exposure for this year's event at the Latino Book and Family Festival in Chicago, IL and the 2nd Big Apple Mariachi Conference in New York City will open up these markets to the opportunities for possible additional attendees. Students will check in to the Festival venue, the iconic ocean-front Rosarito Beach Hotel on Wednesday afternoon, October 1<sup>st</sup>. The actual instruction will begin Wednesday morning, October 2<sup>nd</sup>, 2013. Three days of mariachi workshops will be taught by the members of the world famous Mariachi Vargas de Tecalitlan (MX), the Grammy Award-winning Mariachi Divas (EU), and Mariachi Aguila de Tijuana (MX) joined by musical directors Mark Fogelquist (Chula Vista, CA), Salvador Gallegos (Tucson, AZ) Richard Mata (Los Angeles, CA) and a staff of top-flight instructors from both north and south of the border. The vocal workshops will be under the direction of Melinda Salcido and Angel Garcia of the Grammy Award-winning Mariachi Divas and Olga Flores of Tucson, AZ. Efrain Preciado, the dean of Baja's nationally acclaimed Ballet Folklórico Ixtlahuatl (Playas de Rosarito, MX) and Jose Luis Baca of the international award-winning Ballet Folklórico Tapatio from Tucson, AZ will share the mentoring of the dance students. Upwards of 500 students are expected to register for the *Talleres* (Workshops). Other highlights will include a Friday evening Participants & Professionals Showcase Concert (featuring the best of the student groups plus Mariachi Tesoro de Tucson, AZ; Mariachi Estrellas de Chula Vista, CA. and Mariachi Voz de America from Los Angeles, CA. and a two-day weekend Competencia between the finest mariachi / baile folklórico from both countries (including a People's Choice Sing-Off) book-ending a Saturday evening Extravaganza *concierto* under the stars featuring the internationally acclaimed aforementioned headlining groups. The events being held on Friday night, Saturday, and Sunday will all be open to the public.

**Audience:** The 4<sup>th</sup> Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference welcomes all mariachi and folklórico *aficionados* from both the United States and Mexico.

**Marketing Opportunities:** Brand recognition and community relationship development.

**Promotional Opportunities:** Broadcast and print media, sampling, and on-site signage and mentions

**2012 Selected Media:** San Diego and Baja, MX...

TV---Univision, Telemundo, Televisa, Azteca America, and English network affiliates  
Radio... Univision Radio, La Invasora, Pulsar, Le Mejor, Diego, Radio Latina, and La  
Caliente, and leading English-language stations

Print... El Mexicano, Frontera, Zeta, Diario San Diego. La Voz de San Diego, El Latino,  
The San Diego Union-Tribune, Enlace, The Baja Times, and Ecos.

Other locations and selected media: to be determined

**I. Introduction:** October 2nd-6<sup>th</sup> 2013 will see the 4th Annual staging of the Rosarito Beach International Mariachi & Folklórico Festival and Conference. Our public relations campaign initially launches six months before the event and intensifies as the festival's opening date approaches. It includes: television, print, and radio, in both English and Spanish, throughout greater San Diego County, Baja California, and selected strategic U.S. markets. The Mariachi & Folklórico Festival and Conference allows your brand to be part of an exciting event where real people enjoy real fellowship. Sponsors that make the event possible will be remembered long after the final notes of the mariachi music have faded and the final steps of the folklórico dancers have been completed. In addition to offering a wholesome community-friendly event to benefit an undeniably worthy cause, the festival offers entertainment for families to come together to celebrate our cross-border region's heritage through mariachi and traditional ballet folklórico dancing.

**Purpose:** The mariachi and folklórico workshop programs engage students who might otherwise not participate in traditional music programs and offers them the undisputed benefits attributed to the fine arts in education: increased intellectual development, discipline, a heightened sense of focus, social skills, self-esteem, cultural pride, and a positive alternative to negative behavior. Because mariachi music and folklórico dance are growing in popularity within our targeted market area, our musicians and dancers will have numerous opportunities to perform in their communities when they return home, thus making a strong connection with their fellow citizens and those residing in neighboring communities, as well.

**Student Benefits:** The success of the mariachi and folklórico programs is verified by the personal stories of students who have become academically and socially engaged in school through immersion in these cultural pursuits. The empirical data is undeniable. Many of these students in every region providing attendees at last year's event were on the margins and at high risk of dropping out or engaging in negative behavior. Evidence of success is not only apparent by seeing the accomplishments and discipline of the young musicians, but how after-school programs at the various Boys and Girls Clubs in their own neighborhoods reinforced the fact that completing their academic work was a precursor to picking up their instruments or putting on their dancing shoes. We will continue to have a similar positive outcome by following the methods that have already been proven to be successful in other areas. The positive role models offered by Southwestern College's successful Associate Degree program in Mariachi Music, recently joined by a four-year program leading to a B.A. degree in Mariachi Music being offered by Arizona State University in Phoenix, are just the first of many colleges interested in offering a degree in this specific major. These are the first two examples showing how this musical genre has evolved and is now embraced as a professional career path for many. This future opportunity will also be reinforced by the recent awarding of a Patrimony to mariachi (effective on November 27<sup>th</sup>, 2011) as Mexico's premier musical contribution to the world by the prestigious UNESCO (United Nations Educational, Scientific, and Cultural Organization) group.

**This year's festival and conference continues to further the same goals achieved in our first three events:**

- a. providing enrichment opportunities for students of both countries at a time of severe budget cuts for the teaching of music and dance
- b. creating a rich cultural experience for all of the community's students involved by presenting quality entertainment featuring them performing with world famous musicians and dancers

**The Vision** is to support today's international youth...artistically, individually, and educationally...in an effort to grow them into positive and constructive leaders for future generations.

## **II. The Event**

The components of the 4th Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference are as follows:

### **Workshops**

The 2013 Rosarito Beach Mariachi & Folklórico Festival and Conference will offer the finest instruction available to interested students of all ages at the novice, intermediate, and advanced levels.

All classes will be taught by recognized music and dance professional and educators. This year's instructors feature the members of the world-famous Mariachi Vargas Tecalitlan, The Grammy Award-winning Mariachi Divas, Mariachi Aguila de Tijuana, Mariachi Tesoro de Tucson, Mariachi Estrellas de Chula Vista, Mariachi Voz de America, Ballet Folklórico Ixtlahuatl, and Ballet Folklórico Tapatio. There will also be special presentations by world famous historians of both genres.

The workshops will be held at the iconic ocean-front Rosarito Beach Hotel for three days to give students an extended learning experience with their world-class instructors.

### **Additional Highlights**

Wednesday evening, October 2<sup>nd</sup>: A special presentation of the Public Broadcasting System's award-winning documentary film, *'Mariachi High'* In a part of America that rarely makes headlines, there is a small town with a group of teenagers who will captivate your ears and warm your heart. *Mariachi High* presents a year in the life of the champion mariachi ensemble at Zapata High School on the Rio Grande in South Texas. As they compete and perform with musical virtuosity, these teens and the music they make will inspire, surprise, and bring you to your feet. The New York Times has praised this film as "...celebratory and inspirational, a thrill," while NBC Latino has called it "magical!" Free to registrants, \$5 per person for others. Two showings are planned.

Thursday evening, October 3<sup>rd</sup>: A limited opportunity for 100 aficionados to 'Dine with The Stars.' This special additional fundraiser for the Boys and Girls Club of Rosarito will include a gourmet meal prepared by one of Baja's finest personal chefs and her staff plus the opportunity to chat up-close-and personal with some of the finest musicians in the world in a beautiful ocean front home. Free-flowing wines and the other famous national beverages of the country are also included in the \$100 per person admission.

Friday evening, October 4<sup>th</sup>: The Participants/Professionals Showcase, to be held on the oceanfront stage set in the beautiful gardens of the hotel, is a very special event. Parents, relatives, friends and fans will enjoy watching student groups in both genres perform for the spectators enjoyment. They will be followed by performances by three top professional ensembles: Mariachi Tesoro de Tucson, under the direction of maestro Jaime Valenzuela; Mariachi Estrellas de Chula Vista, under the direction of maestro Mark Fogelquist, and Mariachi Voz de America, under the direction of maestro Richard Mata from Los Angeles, CA. Seating is limited and is first come-first served. Workshop registrants attend free of charge, tickets for kids under 16 are \$7.50, adult tickets are \$15.

## **Competencia**

Top-flight performing groups in both mariachi and ballet folklórico will be formed into teams representing each country in two categories: Intermediate and Advanced. Highly-qualified adjudicators will determine the winners of the rigorous two-day...October 5<sup>th</sup> and 6<sup>th</sup>...competition. The \$10,000 in prize money to be awarded is provided by the office of the Secretary of Tourism for the state of Baja California (SECTURE). Workshop registrants will be admitted free of charge. Tickets for children under sixteen are \$5.00. Tickets for adults are \$10.00

## **The People's Choice Sing Off**

Between noon and 1:00 PM each day, five previously selected vocalists (amateurs on October 5<sup>th</sup> and professionals on October 6<sup>th</sup>) will vie for the title of People's Choice and ½ of the money collected from the sale of ballots pre-printed with their names. Each ballot will cost the voter \$2.00. The other half of the money will go the charity. Performances are limited to five minutes each and can be self-accompanied (for instance, by a guitar) or by a accompanied by a *pista* (pre-recorded track). Admission is complimentary for attendees at the Competencia.

## **Concierto Espectacular**

A concert featuring the headliners...Mariachi Aguila de Tijuana, the Grammy-Award winning Mariachi Divas, and the world-famous Mariachi Vargas de Tecalitlan will be held under the stars on the elevated proscenium set in the hotel's spectacular oceanfront gardens on Saturday evening, October 5<sup>h</sup>. Performances by the internationally famous dancers for Ballet Folklórico Ixtlazihuatl and Ballet Folklórico Tapatio will also be part of the evening's stellar entertainment. Workshop registrants will be admitted free of charge. VIP seats are \$30 for children under sixteen, \$60 for adults. General admission seats for children under sixteen are \$15, \$30 for adults.

## **III. Sponsorship Benefits**

Sponsorship of the 4<sup>d</sup> Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference will provide your organization with:

### **Exposure to a Supportive Mariachi and Folklórico Audience**

This educational event will draw *aficionados* from all areas of the United States and Baja California where the music and dance are appreciated by the local populations. California, Arizona, and Baja California, MX have proven to be historically supportive; new markets, including metropolitan Chicago. IL and New York City, NY will be exposed to the event...and its advantages...through targeted presentations no less than three months before it occurs.

### **Opportunity to participate in a Cultural Hispanic event**

Sponsorship of the Mariachi & Folklórico Festival and Conference will gain your company positive exposure amongst a predominantly (but not exclusively) Hispanic market, as well as a demographically diverse audience in the major metropolitan communities of California, Arizona, and Baja California, MX.

### **Improve or Reinforce Public Image and Attitude towards your Company and Products**

As a key element to making this event happen, you will receive invaluable recognition and be associated with the cultural empowerment of your community.

### **Extensive Media Coverage**

This is a unique event that will receive extensive broadcast and print media coverage.

### **Opportunity to be aligned with a Community Event that is worth it**

1. Your company will gain a deeper connection in the community outside the traditional media channels.
2. Your company will be taking part in providing a fun and recreational opportunity for the people of your community by enhancing interaction and communication.
3. Your company will be giving mariachi & folklórico students from their market areas the opportunity to perform and continue with their music and dance endeavors.
4. Your company will be helping to raise funds to support artistic talent and higher education amongst the Hispanic youth residing in their market areas.

## **IV. Sponsorship Programs**

### **4.1 Presenting Sponsor**

**\$10000**

#### **General Exposure**

- Placement of logo on all event banners, posters, and other marketing materials and mailers for The 4th Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference
- Inclusion in all media announcements, advertising, promotions, and Public Relations Campaigns
- All press releases will mention sponsor as a Presenting Sponsor
- Listing on Mariachi & Folklórico Festival & Conference website with link to your corporate site

#### **Participants Showcase**

- 16 VIP Seats
- Special Recognition
- Priority Banner Exposure

#### **Workshops**

- Priority Banner Exposure
- Opportunity to distribute informational materials at the events

#### **Competencias and Espectacular**

- 16 VIP Seats
- One 10 x 10 booth space (priority spot)
- 1<sup>st</sup> Priority Banner Exposure PLUS five mentions on stage at the Espectacular
- Opportunity to distribute promotional materials at the events
- Opportunity to provide promotional items for show attendees (tote bags, t-shirts, caps, etc.)

**4.2 Maestro Sponsorship**  
**General Exposure**

**\$7500**

- 8 VIP seats
- Placement of logo on all event banners, posters, and other marketing materials and mailers for The 4th Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference
- Inclusion in all media announcements, advertising, promotions, and Public Relations Campaign

**Participants Showcase**

- 8 VIP Seats
- Banner Exposure

**Workshops**

- Banner Exposure

**Competencias and Espectacular**

- 8 VIP Seats
- One 10 x 10 booth
- 2<sup>nd</sup> Priority Banner Exposure PLUS three mentions on stage at the Espectacular
- Opportunity to distribute informational materials at the events
- Opportunity to provide promotional items for show attendees (tote bags, t-shirts, caps, etc.)

**4.3 Composer Sponsorship**  
**General Exposure**

**\$5000**

- Placement of logo on all event banners, posters and other marketing materials

**Participants Showcase**

- 4 VIP Seats
- Banner Exposure

**Workshops**

- Banner Exposure

**Competencias and Espectacular**

- 4 VIP Seats
- Banner Exposure
- One 10 x 10 booth
- Opportunity to distribute information materials at the event
- Opportunity to provide promotional items for show attendees (tote bags, t-shirts, caps, etc.)

#### **4.4 Brass Sponsorship**

**\$2500**

##### **Participants Showcase**

- 2 VIP Seats
- Banner Exposure

##### **Competencias and Espectacular**

- 2 VIP Seats
- Banner Exposure
- One 10 x 10 booth
- Opportunity to distribute informational materials at the events
- Opportunity to provide promotional items for show attendees (tote bags, t-shirts, caps, etc.)

## **V. Event Promotion**

### **Print**

Print promotion will start 3-4eks prior to the event. The event will be promoted in community newspapers. Ads will feature logos of event sponsors.

### **Radio**

The 4<sup>th</sup> Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference will launch a two-week promotional campaign immediately before the event designed to reach the diverse audience in its major California and Baja California, MX market areas. On-air spots will drive consumers to the event, while highlighting sponsor participation. Major Sponsors will be included in all on-air spots.

### **Television**

:30 second spots and live mentions.

### **Outdoor Advertising**

Strategic placement of posters and flyers throughout the major California and Baja California, MX market areas. Grass roots marketing efforts will be used to create a buzz about the event.

### **Publicity**

Our Public Relations team will pitch on-air radio, television, and print interviews with headliners, event organizers, instructors, and students as well as live coverage.

### **History**

The 1<sup>st</sup> Annual Rosarito Beach International Mariachi & Folklórico Festival and Conference was held on the first weekend of October, 2010. Most of the participants and audience members started off the festivities cheering for members of their respective county's teams and had no argument about one central issue. They all agreed that the natural setting for this inaugural event was the most beautiful they had ever seen.

The gestation period leading to its birth was nearly a year. In October of 2009, an American expatriate author was moderating a panel on "The Positive Effects of Mariachi on the Education of Hispanic Youth" at the California State University of Los Angeles when he got a call from the Secretary of the Boys and Girls Clubs of Mexico asking him to attend the *primera piedra* (ground breaking) for their *Playas de Rosarito* (Rosarito Beach) facility, scheduled for the following day. At those festivities the author was introduced to the local club's President, a world-class athlete. When she found out that the subjects of his books were *mariachi y futbol* (soccer), she asked him to develop a plan using *musica y deportes* to help raise funds for the construction and subsequent operation of the facility which would augment the local public school systems efforts to educate the at-risk children of the area.

As he searched for a key to unlock the hearts...and wallets...of the possible peso-and-dollar donors of both countries, he decided that the mechanism of competition, about to spring full-blown into everybody's consciousness with the start of the *Copa de Mundial* (soccer's World Cup), was a perfect fit. TEAM MEXICO vs. TEAM USA, in both the host country's music and dance, would provide the framework: the venue would be the iconic, ocean-front, Rosarito Beach Hotel; the national holiday to be celebrated, the bicentennial of Mexico's independence. The project received a huge lift when His Honor, the Mayor of Rosarito, Señor Hugo Torres, was successful in gaining support from agencies of the Municipal, State and National governments.

The event now consists of a five-day *encuentro* which includes three of student workshops, a Friday evening Participants/Professionals Showcase Concert, PLUS a weekend-long *Competencia* in both mariachi and baile folklórico bookending a Saturday evening Espectacular *concierto* featuring world-class talent. This year's stellar line-up will include the world famous Mariachi Vargas de Tecalitlan, the Grammy-Award winning Mariachi Divas de Cindy Shea, & Mariachi Aguila de Tijuana plus by Ballet Folklórico Ixtlazhuatl and Ballet Folklórico Tapatio.

We invite you to be among the sponsors who benefit from this unique event that will attract thousands of fans eager to enjoy 'Mariachi-by-the-Sea While Dancing-With-Butterflies' while supporting the non-profit charity, *Club de Ninos y Ninas Sección Rosarito* (The Boys and Girls Club of Rosarito).

Mexico's first Boys and Girls Club, based in Tijuana, serves 1200 students a day. It is the goal of the Rosarito facility, with an architectural plan nearly identical to that of its predecessor, to serve a like number of members. While the construction is ongoing, a temporary club is already operating on the grounds of the Rosarito Beach Hotel. It is serving the needs of the most at-risk children of the community who were



carefully selected by the local agency of *Desarrollo Integral la Familia* (DIF). We look forward to taking you on a tour of these facilities when you attend The 4<sup>th</sup> Annual Rosarito Beach International Mariachi & Folklorico Festival and Conference in October. 100% of the profits from this event go to the construction and operation of our local Club's facilities.