

14th Annual

PICO RIVERA

Corona

LA NORIA ENTERTAINMENT



# Clasico de las Americas

*Charrería against Cancer*



## SPONSORSHIP PROPOSAL 2024



[www.clasicodelasamericas.com](http://www.clasicodelasamericas.com)



**JOIN  
US ON THE  
FIGHT**



## About the Event

The 14th Annual Charro Championship, “Clasico de las Americas” Charrería against cancer is a championship event that helps other organizations in the fight against cancer and terminal illness. It brings the Hispanic Community together in support and awareness against cancer while enjoying the family oriented heritage equestrian sport of Charrería (Mexican Rodeo)

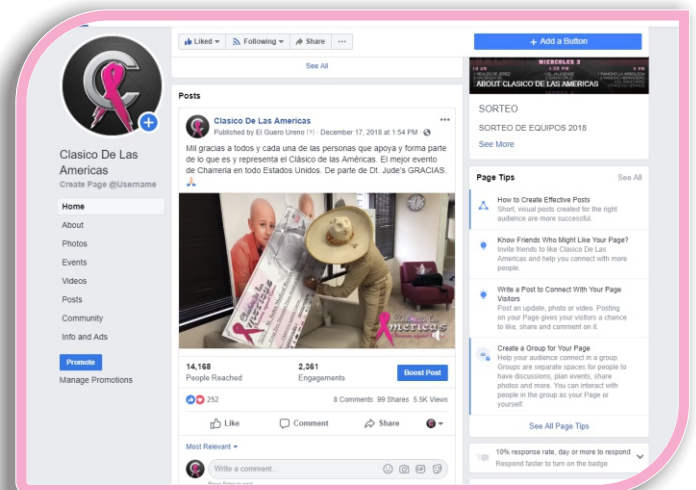


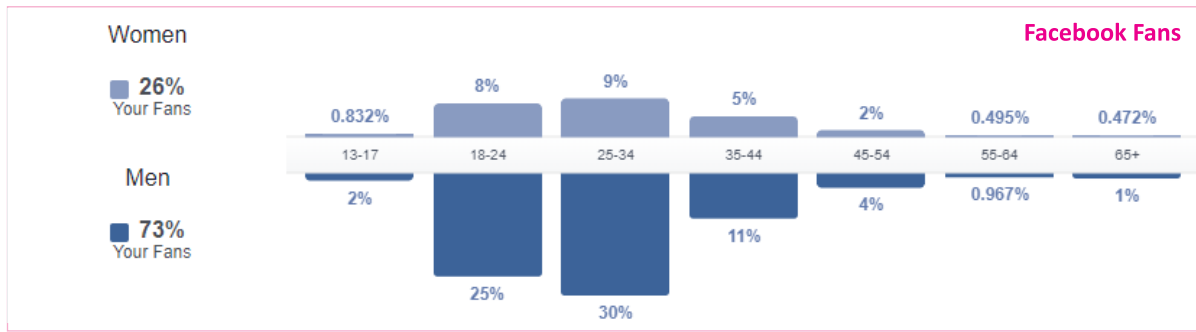
Most of us are familiar with the devastating impact that terminal illnesses, such as cancer, can have on patients and family members, relatives and friends. As a part of a Hispanic Western Culture that promotes strength through family unity, we have chosen to organize The 14th Annual Charro Championship, “Clasico de las Americas” Charrería against cancer. It will take place Sep. 27th to Oct. 6th . at the Pico Rivera Sports Arena. Proceeds will benefit St. Jude Children’s Research Hospital which specialize in the prevention, treatment and cure of childhood cancer and other life-threatening diseases.

## Media Reach

The event provides wide exposure through a variety of media outlets and marketing channels. Below is a Basic guide of the types of advertising, public and community relations opportunities available for our sponsors.

Event	Reach
Competitors	800
Attendance	10,000
<b>Facebook</b>	
@clasicodelasamericas	16,250 followers
@picoriverasportsarena	148,000 followers
@ranchohennessy	5,100 followers
<b>Instagram</b>	
@clasico_de_las_americas	24,800 followers
@pico_rivera_sportsarena	210,000 followers
@ranchohennessy	11,500 followers
<b>Snapchat Filter</b>	
Sponsor by	84,400 views





### Contributions

Our event proceeds are donated to a third party organization whose sole purpose is to help families battling cancer and terminal illness. Join the fight today.



Year	Amount
2010	\$3,700.00
2011	\$4,500.00
2012	\$5,600.00
2013	\$10,500.00
2014	\$11,250.00
2015	\$13,150.00
2016	\$20,275.00

Year	Amount
2017	\$41,341.00
2018	\$42,368.00
2019	\$44,235.00
2020	0 COVID-LEAP YEAR
2021	\$46,350.00
2022	\$48,263.00
2023	\$57,317.00

### Deluxe Package \$10,000- (MAIN EVENT SPONSOR)

- Up to Qty: 3, 3ftX6ft Sponsor banner signs, 1 inside arena and 2 outside in public areas provided by sponsor
- Qty: 1 up to 10ftX10ft Sponsor banner signs, 1 inside or outside in public areas provided by sponsor
- Announcements made during event
- Advertised in tickets
- Advertised on event flyers and Posters
- Video Advertisements (Up to 10 per day)
- 5 VIP All Access Bracelets
- Logo to stand more than others on all, advertisement.
- Ad on [www.clasicodelasamericas.com](http://www.clasicodelasamericas.com) with a link from our website to yours.
- LIVE Ad's during event LIVE transmissions

### Gold Sponsor \$5,000 –

- Up to Qty: 2, 3'X6' Sponsor banner signs, 1 inside arena and 1 outside in public areas provided by sponsor
- Announcements made during event
- Advertised in tickets (Online only)
- Advertised on event flyers and Posters
- Video Advertisements (Up to 10 per day)
- 4 VIP All Access Bracelets
- 4 General admission tickets
- Official event Hat
- Ad on [www.clasicodelasamericas.com](http://www.clasicodelasamericas.com) with a link from our website to yours.
- LIVE Ad's during event LIVE transmissions.

### Silver Sponsor \$3,000 –

- 3'x6' company provided sign inside the arena
- Announcement made for business during event
- Advertised in flyers and posters
- 2 VIP All Access Bracelets
- 2 General admission tickets per day
- Official event Hat
- Ad on our website with a link from our website to yours
- LIVE Ad's during event LIVE transmissions.

### Bronze Sponsor \$1,200 –

- 3'x6' company provided sign inside arena
- PA Announcements made during the event
- Advertised on event flyers and posters
- 3 General admission tickets per day
- Official event Hat

### Booth 10'X10' \$1,200 –

- Booth inside venue
- 3'x6' company provided sign outside arena (\$100 fee if provided by event)

### Arena Sign \$600 –

- 3'x6' company provided sign inside arena (\$100 fee if provided by event)
- PA Announcements made during the event
- Advertised on event flyers and posters



### Digital Marketing Program \$300

- Digital Marketing Ads on TV Displays. (See pg. 6)





## Sponsorship Opportunities

Our goal is to make a positive impact on the devastation terminal illness causes to families as well as promote our Hispanic Heritage and your contribution brings us that much closer to making our goals achievable. Our contributing partners are crucial to the continuing success of our event. Please join us, so we may all reach our goals together.

### Sponsorship Acceptance Form

Organization name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Postal address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

### I would like to sponsor the following tier

- Deluxe Package (\$10,000)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$3,000)
- Bronze Sponsor (\$1,200)
- Booth 10'x10' (\$1,200)
- Arena Sign (\$600)
- Marketing Program (\$300) for a 1 year subscription



Make checks payable to **CLASICO DE LAS AMERICAS**  
501(c)(3) Application pending, EIN 83-0868311 Consult your tax advisor.

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Clasico Representative

\_\_\_\_\_  
Date

10473 58TH St.  
Mira Loma Ca. 91752

For more information, please call (909) 489-1470 or email [info@clasicodelasamericas](mailto:info@clasicodelasamericas)

**SEE NEXT PAGE FOR ADDITIONAL MARKETING OPORTUNITIES**

[www.clasicodelasamericas.com](http://www.clasicodelasamericas.com)



## DIGITAL MARKETING PROGRAM



### How the Digital Program Works

TV has taken a secondary role in most marketing strategies due to the growing influence of digital marketing. Many marketers are increasing ad spend on digital mediums due to their unmatched ability to deliver personalized messages that are easy to measure. However, TV providers are determined to stay competitive with their digital counterparts, spurring a few major trends, such as multiscreen and programmatic tactics, that could impact your organization's offline media optimization strategy.

### What is Digital Marketing

Research has shown that when viewers engage with content across multiple devices, a halo effect occurs. The term "halo effect" refers to a type of consumer bias where positive impressions from a brand's marketing efforts are expanded into another experience or advertisement from that same brand. This halo effect amplifies search, display, and short-form video performance. Customers are also more receptive to mobile ads while in front of the TV. While watching TV, 59 percent of viewers pay additional attention to the mobile ads on their smartphones. By using advanced attribution analytics, marketers can get further insight regarding when users are watching TV, on which network, and which mobile channels they use. To execute this strategy properly, some additional attribution information may be needed — which is where Advanced TV enters.

