

# El Grito

CELEBRATING MEXICAN INDEPENDENCE

SEPTEMBER 12, 13, 14, AND 15, 2009

**SALT LAKE PARK**

3401 E FLORENCE AV  
HUNTINGTON PARK, CA 90255



PRODUCED BY:

**META2000**  
RED DE EMPRESARIOS HISPANOS

3053 E FLORENCE AV  
HUNTINGTON PARK, CA 90255  
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[www.ElGritoMexicano.com](http://www.ElGritoMexicano.com)

**"EL GRITO" Sponsorship Package**



- ❖ Billing Recognition with **YOUR COMPANY's** on **Stage Side wing**. Other Event Sponsors' Logos may share similar space.
- ❖ Parade participation included. Must provide your own float or vehicle and signage.
- ❖ 5+ High Visibility Spots of the **YOUR COMPANY' Logo** on the Large Video Screens During Event.
- ❖ Billing on "El Aviso" Weekly Magazine promoting "El Grito" with **YOUR COMPANY's** Logo. Ads will publish one Week Prior to the event. (Weekly Publication has a 200,000 Circulation x 4 weeks = 800,000), circulation covers Orange, San Fernando, and Los Angeles Counties.
- ❖ Billing on 100,000 Event Promotional-Flyers Distributed in the South Los Angeles Areas Prior to the Event: Huntington Park, Los Angeles, Maywood, South Gate, Bell Gardens, Bell, Downey, City of Commerce, East Los Angeles, and Walnut Park, and surrounding areas.
- ❖ Billing on 1,000 Official Event Posters (18"x24") with **YOUR COMPANY's** Logo in full Color distributed in most business in the same areas above mentioned.
- ❖ 10,000 ¼ page Ad in Official Event Program printed Full Color distributed during the event.
- ❖ 10' X 10' Canopy Display Area with Electricity, Lighting, Tables, and Chairs for your Exhibit, Sampling or to Survey Your Product(s), during the Event.
- ❖ **2 VIP Passes for Front Row Concert Seats and access to the VIP Reception Area.**
- ❖ **1 VIP Parking Pass.**

**"EL GRITO" Sponsorship Package**

**\$20,000** **HERMANOS**  
**BETTER CHOICE**  
**REG. \$40,000**

- ❖ 5 Radio Sixty-Second Event Promotional Spots Naming **YOUR COMPANY's** Business as sponsor.
- ❖ Billing Recognition with **YOUR COMPANY's** on **Stage Side wing**. Other Event Sponsors' Logos may share similar space.
- ❖ Parade participation included. Must provide your own float or vehicle and signage.
- ❖ 5+ High Visibility Spots of the **YOUR COMPANY'** Logo on the Large Video Screens During Event.
- ❖ Billing on "El Aviso" Weekly Magazine promoting "El Grito" with **YOUR COMPANY's** Logo. Ads will publish one Week Prior to the event. (Weekly Publication has a 200,000 Circulation x 4 weeks = 800,000), circulation covers Orange, San Fernando, and Los Angeles Counties.
- ❖ Billing on 100,000 Event Promotional-Flyers Distributed in the South Los Angeles Areas Prior to the Event: Huntington Park, Los Angeles, Maywood, South Gate, Bell Gardens, Bell, Downey, City of Commerce, East Los Angeles, and Walnut Park, and surrounding areas.
- ❖ Billing on 1,000 Official Event Posters (18"x24") with **YOUR COMPANY's** Logo in full Color distributed in most business in the same areas above mentioned.
- ❖ 10,000 ¼ page Ad in Official Event Program printed Full Color distributed during the event.
- ❖ 10' X 10' Canopy Display Area with Electricity, Lighting, Tables, and Chairs for your Exhibit, Sampling or to Survey Your Product(s), during the Event.
- ❖ **One** banners with **YOUR COMPANY's** logo Installed at various Event sites, all signs to be provided by sponsor.
- ❖
- ❖ **3 VIP** Passes for **Concert Seats and access to the VIP Reception Area.**
- ❖ **2 VIP** Parking Passes.

**"EL GRITO" Sponsorship Package**

**\$35,000** **PIÑATA**  
GOOD CHOICE  
REG. \$70,000

- ❖ 15 Television Thirty-Second Event's commercial with **YOUR COMPANY's** tag at the end of commercial.
- ❖ 15 Radio Sixty-Second Event Promotional Spots Naming **YOUR COMPANY's** Business as sponsor.
- ❖ Billing Recognition with **YOUR COMPANY's** on **Stage Side wing**. Other Event Sponsors' Logos may share similar space.
- ❖ Parade participation included. Must provide your own float or vehicle and signage.
- ❖ 10+ High Visibility Spots of the **YOUR COMPANY'** Logo on the Large Video Screens During Event.
- ❖ Billing on "El Aviso" Weekly Magazine promoting "El Grito" with **YOUR COMPANY's** Logo. Ads will publish one Week Prior to the event. (Weekly Publication has a 200,000 Circulation x 4 weeks = 800,000), circulation covers Orange, San Fernando, and Los Angeles Counties.
- ❖ Billing on 100,000 Event Promotional-Flyers Distributed in the South Los Angeles Areas Prior to the Event: Huntington Park, Los Angeles, Maywood, South Gate, Bell Gardens, Bell, Downey, City of Commerce, East Los Angeles, and Walnut Park, and surrounding areas.
- ❖ Billing on 1,000 Official Event Posters (18"x24") with **YOUR COMPANY's** Logo in full Color distributed in most business in the same areas above mentioned.
- ❖ 10,000 ¼ page Ad in Official Event Program printed Full Color distributed during the event.
- ❖ 15' X 15' Canopy Display Area with Electricity, Lighting, Tables, and Chairs for your Exhibit, Sampling or to Survey Your Product(s), during the Event.
- ❖ **One** banners with **YOUR COMPANY's** logo Installed at various Event sites, all signs to be provided by sponsor.
- ❖ Event News Releases and News Advisories will include **YOUR COMPANY's** information.
- ❖ **6VIP** Passes for **Concert Seats and access to the VIP Reception Area.**
- ❖ **3 VIP** Parking Passes.
- ❖ Plaque of Appreciation will be presented publicly to **YOUR COMPANY** at the Event, recognizing **YOUR COMPANY.**

**"EL GRITO" Sponsorship Package**



- ❖ 25 Television Thirty-Second Event's commercial with **YOUR COMPANY's** tag at the end of commercial.
- ❖ 25 Radio Sixty-Second Event Promotional Spots Naming **YOUR COMPANY's** Business as sponsor.
- ❖ Billing Recognition with **YOUR COMPANY's** on **Stage Side wing**. Other Event Sponsors' Logos may share similar space.
- ❖ Stage recognitions by MC during event hours, **YOUR COMPANY will** also have the opportunity to make a presentation one day for 5 Min. during the Event.
- ❖ Parade participation included. Must provide your own float or vehicle and signage.
- ❖ 15+ High Visibility Spots of the **YOUR COMPANY' Logo** on the Large Video Screens During Event.
- ❖ Billing on "El Aviso" Weekly Magazine promoting "El Grito" with **YOUR COMPANY's Logo**. Ads will publish two Weeks Prior to the event. (Weekly Publication has a 200,000 Circulation x 4 weeks = 800,000), circulation covers Orange, San Fernando, and Los Angeles Counties.
- ❖ Billing on 100,000 Event Promotional-Flyers Distributed in the South Los Angeles Areas Prior to the Event: Huntington Park, Los Angeles, Maywood, South Gate, Bell Gardens, Bell, Downey, City of Commerce, East Los Angeles, and Walnut Park, and surrounding areas.
- ❖ Billing on 1,000 Official Event Posters (18"x24") with **YOUR COMPANY's Logo** in full Color distributed in most business in the same areas above mentioned.
- ❖ 10,000 ½ page Ad in Official Event Program printed Full Color distributed during the event.
- ❖ 20' X 20' Canopy Display Area with Electricity, Lighting, Tables, and Chairs for your Exhibit, Sampling or to Survey Your Product(s), during the Event.
- ❖ **Two** banners with **YOUR COMPANY's** logo Installed at various Event sites, all signs to be provided by sponsor.
- ❖ Event News Releases and News Advisories will include **YOUR COMPANY's** information.
- ❖ **10 VIP Passes for Concert Seats and access to the VIP Reception Area.**
- ❖ **5 VIP Parking Passes.**
- ❖ Plaque of Appreciation will be presented publicly to **YOUR COMPANY** at the Event.

**"EL GRITO" Sponsorship Package**

**\$75,000** INDEPENDENCIA  
GOLDEN CHOICE  
REG. \$150,000

- ❖ 50 Television Thirty-Second Event's commercial with **YOUR COMPANY's** tag at the end of commercial.
- ❖ 50 Radio Sixty-second Event Promotional Spots Naming **YOUR COMPANY's** Business as sponsor.
- ❖ Top Billing Recognition with **YOUR COMPANY's** logo on **Stage Backdrop**. Other Event Sponsors' Logos will share similar space.
- ❖ Stage recognitions by MC during event hours, **YOUR COMPANY will** also have the opportunity to make a presentation each day for 5 Min. during the Event.
- ❖ Parade participation included. Must provide your own float or vehicle and signage.
- ❖ **YOUR COMPANY Logo** on **All** Official "El Grito" Badges: VIP, Media, Staff, Volunteer and Meta 2000.
- ❖ 30+ High Visibility Spots of the **YOUR COMPANY' Logo** on the Large Video Screens During Event.
- ❖ Top billing on "El Aviso" Weekly Magazine promoting "El Grito" with **YOUR COMPANY's** Logo. Ads Starting 4 Weeks Prior to the event. (Weekly Publication has a 200,000 Circulation x 4 weeks = 800,000), circulation covers Orange, San Fernando, and Los Angeles Counties.
- ❖ Top Billing on 100,000 Event Promotional-Flyers Distributed in the South Los Angeles Areas Prior to the Event: Huntington Park, Los Angeles, Maywood, South Gate, Bell Gardens, Bell, Downey, City of Commerce, East Los Angeles, and Walnut Park, and surrounding areas.
- ❖ Top Billing on 1,000 Official Event Posters (18"x24") with **YOUR COMPANY's** Logo in full Color distributed in most business in the same areas above mentioned.
- ❖ 10,000 full page Ad in Official Event Program printed Full Color distributed during the event.
- ❖ 30' X 30' Canopy Display Area with Electricity, Lighting, Tables, and Chairs for your Exhibit, Sampling or to Survey Your Product(s), during the Event.
- ❖ One **YOUR COMPANY's** Banner installed at the VIP Reception Area. Must be provided by sponsor.
- ❖ **Three** Event banners hung on the main streets of Huntington Park (Pacific Blvd., Gage Av., and Slauson Ave) With **YOUR COMPANY's** logo at least two weeks prior to the event.
- ❖ **Four** banners with **YOUR COMPANY's** logo Installed at various Event sites, all signs to be provided by sponsor.
- ❖ Event News Releases and News Advisories will include **YOUR COMPANY's** information.
- ❖ **20 VIP** Passes for **Concert Seats and access to the VIP Reception Area**.
- ❖ **10 VIP** Parking Passes.
- ❖ Plaque of Appreciation will be presented Publicly to **YOUR COMPANY** at the Event, recognizing **YOUR COMPANY** as the Event's Title Sponsor

**"EL GRITO" Sponsorship Package**

**CUSTOM PACKAGES AVAILABLE UPON REQUEST, STAGE FLOOR AND OTHER SPECIAL AREAS AT THE EVENT ARE AVAILABLE AS WELL.**

El Grito through the eleven years of its existence has become the most important Hispanic event in Southern California. El Grito has attracted in past years over 200,000 people in attendance and contributed for the highest ratings during its live television broadcast. As sponsor you would be at the forefront of the market's premier Hispanic event.

The Multimedia support and involvement assures that YOUR COMPANY will get recognition, high visibility and credit for supporting the most celebrated holiday in Los Angeles Hispanic community. YOUR COMPANY will receive high exposure, awareness and presence in the Hispanic market through the event's print, broadcast and news media alliance. Along with the media exposure, YOUR COMPANY products and/or services will be featured and test driven at the event. This is an excellent opportunity to brand the product directly with the consumer in all media. We enthusiastically hope to include you as one of our **sponsors**.

**In addition you will also receive recognition in other promotional materials as it relates to flyers, banners, passes, other promotional items based on the package contracted.**

To take advantage of the full benefits offered in this proposal, and to meet all production and media deadlines, please **fill out** the **enclosed Contractual Agreement** and submit it to me on or before **July 13, 2009**. Also, please **indicate** the **level of Sponsorship** and include a 50% or total check-payment of the package selected. The balance payment is due on or before **September 7, 2009**.

Please don't hesitate to contact me or your account representative if you have any questions regarding any one of the Sponsorship Packages. **We can also work a special package exclusive for YOUR COMPANY.**

We are looking forward to working with you, and recognizing **YOUR COMPANY** as a **Sponsor** in the presentation of the **Annual "El Grito"**.

Sincerely,

Eloy Jordan  
Meta 2000  
Ph. (323) 587-8782  
Cell 323 243 6424  
Email EJordan@Meta2000.org  
Enclosures

## Contractual Agreement



**September 12<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup> & 15<sup>th</sup>, 2009**

**Location: Salt Lake Park, 3401 Florence Ave., Huntington Park, California 90255**

### SPONSORSHIP LEVEL

Yes, I accept to pay Meta 2000 for the **Sponsorship Level** of \_\_\_\_\_  
**in the Amount of \$**\_\_\_\_\_.

Enclosed is our check made out to **Red de Empresarios Hispanos** in the amount of \$\_\_\_\_\_ as an advance payment for our selected level as indicated above.

Corporate/Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

If you have any further questions please call us or email your question. Mail your check together with this Agreement to: **Meta 2000**, 3053 E. Florence Av., Huntington Park, CA 90255