

TEXAS ONION FEST —Weslaco—



March 24-25, 2012
Weslaco City Park
Weslaco, TX

Sponsorship Package



Weslaco Area Chamber of Commerce
255 S. Texas Blvd.
Weslaco, TX 78596
956-968-2102



Onion Festival is the perfect opportunity to promote your product or service to happy people having a great time. Corporate marketing sponsorships play an integral role in the development of the Texas Onion Fest. We can offer the opportunity to strengthen your corporate image and promote brand identity.

The Texas Onion Fest is an annual event held at City Park in Weslaco, Texas. Held during spring, the Texas Onion Fest celebrates the development of the sweet Texas 1015 Onion, which was developed in Weslaco. Throughout the years, Texas Onion Fest has really become a trademark Weslaco event, and is now considered one of the major events to attend in the Rio Grande Valley. First held in 1989, the Weslaco Area Chamber of Commerce wanted to highlight Weslaco's agriculture and

maintain community awareness. Texas Onion Fest is one of two major fundraisers for the Weslaco Area Chamber of Commerce whose mission it is to promote the spirit of Weslaco through increased communication and cooperation within organizations, businesses and individuals to enhance growth, prosperity and the quality of life.

Event Marketing is an increasingly important element in your marketing mix. The unique opportunity a community event of this magnitude provides is worth your investment. The Weslaco Area Chamber of Commerce is committed to improving the quality of life in the Rio Grande Valley, promoting Weslaco and the Mid-Valley as a great place to live and do business...and the Texas Onion Fest is key to achieving those goals.

Specific investment levels bring visibility onsite in prime locations, website links, and mention in official festival press releases, recognition in select print, radio and TV advertising, recognition in the official program, VIP credentials and more. Our goal is to meet your needs. Exhibit space is provided at no additional cost to sponsors who wish to promote onsite. The best way to do that is to customize a marketing sponsorship package for you.

Marketing

Texas Onion Fest is the way to maximize your advertising dollar and will provide the most unique advertising opportunity to be found anywhere with quality, high visibility promotion in a pleasant atmosphere.

Festival sponsorships are designed to provide maximum return for your investment dollars. Our attendance is approximately 9,300. The demographics of our spectators are excellent, and our event reputation is outstanding. It is a must for Winter Texans, many who choose to extend their stay a bit longer just to take in the festival. With a strong influence on family participation and entertainment, we draw family units with money to spend. This year, we'll be extending the festival to a two-day event, rather than a one-day event. This will draw in more families on the second day, which will cater even more to the family environment. With the selling of a discounted two-day ticket, we trust that there will be plenty of attendees who will take advantage of the discount.

Demographics

The spectators are a mix of Rio Grande Valley families and Winter Texans from throughout the Rio Grande Valley. This is a family event with parents and their children attending as a unit. We cater to kid's activities, local nonprofit organizations, and family entertainment.



	<u>City of Weslaco</u>	<u>County of Hidalgo</u>
Population	36,000 (est. 2010)	774,769 (2010 census)
Ethnicity / Race		
White	14.7% (2000 census)	7.8% (2010 census)
Hispanic	83.8% (2000 census)	90.6% (2010 census)
Asian	1.2% (2000 census)	1% (2010 census)
African American	.4% (2000 census)	.6% (2010 census)
Median household income	\$26,573 (2000 census)	\$30,360 (2010 census)
Family household w/child under 18	79.6% (2000 census)	83% (2010 census)

- Weslaco was named a 2002 All-America City by the National Civic League and Allstate Foundation.
- The Texas Onion Fest is a family event. Most spectators spend about three hours at the event, participating in the children's activities, food vendors, and entertainment.
- 42% of 2011 attendees were seniors (Winter Texans).
- 44% of 2011 attendees were adults, includes teens (other than seniors).
- 14% of 2011 attendees were children, (age 3 – 12), younger than 3 are free.

Media Outreach and Coverage

Each year, Onion Fest establishes communication with local and state media to reach a variety of audiences and effectively promote the festival. Several months before Onion Fest, the Chamber Marketing Director sends out media releases chronicling each major step towards the event, beginning with the date announcement. Onion Fest pageant coverage is then sent out to media outlets, along with announcements for the recipe contest and the festival's entertainment lineup. Once the t-shirts are printed, an announcement is sent out for their availability. This has proven successful in the past, as Onion Fest attendants come purchase their t-shirts at the chamber for the festival day.

Onion Fest has developed strong relationships with its media sponsors, and radio stations have been accommodating in booking the live entertainment.



An Onion Fest media alert is sent out a few days before the event with all the necessary details along with an event schedule. This year's Onion Fest received coverage on the local NBC affiliate KVEO the day before the event, and the committee chairman was able to explain what the event was about and invite people to Onion Fest the next day. The ABC affiliate featured Onion Fest on their weekly community segment, "Con Mi Gente". Texas Monthly covered the event as well, which will provide great pre-event statewide coverage for 2012.



Post coverage is also beneficial to Onion Fest. The Weslaco Chamber will write their own wrap-up press release for the city newspaper, and the two other major newspapers in the area will do their own wrap-up coverage. This coverage generates excitement for the following year's Onion Fest, and it reaches the audience who has never been but will be inspired to attend the next year. Last year's media schedule is included in the next page.

Texas Onion Fest Advertising Schedule and Costs 2011

Media/Payee	Deadline	Date	Publ./Run	Item	Size/Color/Number	Value	Cost / Sponsor		Tags
							Value	Tags	
WT Times *	F 3/16	Th 3/24		Newspaper ad	Full pg, Back Cover, color	\$1,020	logo	logo	logo
8-pg tabloid	F 3/18	W 3/23		printing of insert MVTC	46,000	\$500	logo	logo	logo
8-pg tabloid		F 3/25		insert VMS (W. Hgn, La Feria)	3,536	\$180	logo	logo	logo
8-pg tabloid		F 3/25		insert Monitor (McA, Edbg, Miss)	19,158	\$977	logo	logo	logo
8-pg tabloid		N/A		Sponsors/Chamber	1,000		logo	logo	logo
Flyer	W 3/9	F 3/11		8 1/2 " flyer	full color, 2 sides, 10,000	\$500	logo	logo	logo
Flyer delivery		M 3/21				\$300	N/A	N/A	N/A
Liz Gonzalez		N/A		graphics		\$825	N/A	N/A	N/A
Monitor *	M 3/22 noon	W 3/23		Newspaper ad	full pg color	\$1,350	logo	logo	logo
Monitor *	M 3/21 10 am	F 3/25		Newspaper ad	Festiva Bk pg color 9.5 wX10.5t	\$900	logo	logo	logo
Mid Valley Town Crier *	W 3/17 10 am	S 3/20		Newspaper ad + \$1000 in kind	3/4 pg full color	\$1,233	logo	logo	logo
Mid Valley Town Crier *	F 3/21	W 3/23		Newspaper ad 8.72 x 18	3/4 pg full color	\$1,233	logo	logo	logo
Mid Valley Town Crier *	F 3/21	W 3/23		Newspaper ad	1/4 pg color Sports pg	\$411	logo	logo	logo
Entravision QuePasa				Radio	35X 30s, 10X 10s	\$1,400	N/A	N/A	N/A
Entravision KVLV 107.9				Radio	30X 30s, 10X 10s	\$1,200	N/A	N/A	N/A
Jose 101.1				Radio	40X 30s, 10X 10s	\$400	N/A	N/A	N/A
Entravision				Talent	talent fee	\$300	N/A	N/A	N/A
BMP KURV 710am				Radio	48 30s / 24 30s, match	\$1,384	N/A	listing	listing
KBUC 102.1 FM				Radio	40 30s / 20 30s	\$616	N/A	listing	listing
KTEX 100.3 FM				Radio	20 30s / 18 30s match	\$990	N/A	listing	listing
HotKiss 106.3				Radio	47 30s / 10 30s match	\$607	N/A	listing	listing
105.5 X				Radio	55 30s / 10 30s match	\$315	N/A	listing	listing
NewsChannel 5 KRGV	Th 3/17-1pm			TV (\$2,000) + \$1500 in kind	13 - News/	\$4,000	N/A	listing	listing
KVEO NBC 23	send dub			TV (\$1,500) + \$1,500 in kind	85 spots (see schedule)	\$1,500	N/A	listing	listing
Copy Rite				Banners		\$1,856	N/A	logo	logo
RGVMag		March		1/4 pg ad color		\$595	N/A	N/A	N/A
					approx. 30 copies for sponsors and dignitaries; upload to YouTube and placed on website				
Video by KWES				9 minute video	Tube and placed on website	\$2,000	N/A	N/A	N/A
						\$26,593			

MARKETING SPONSOR LEVELS

Please remember, the actual cash amount of your marketing sponsorship determines the value of the sponsorship. While we welcome and sometimes solicit the donations of goods or services (in-kind dollars), our operating expenses are extensive and are defrayed by corporate contributions. Upon approval of the Festival Committee, in-kind donations may be used to upgrade your sponsor level.

In order to insure optimum promotion planning, we would like to know of your interest and commitment to invest in this year's Festival as soon as possible. Please return the enclosed application right away to insure receipt of the particular level and type of sponsorship you desire.

We thank you for your interest and consideration and we look forward to working with you this year at the 2012 Texas Onion Fest!

Features and Benefits included below are guidelines. We prefer to customize a package to meet your individual needs.



Culinary Center

\$3,500

- Exclusive banner display at entrance (to be provided by Onion Fest)
- Sponsor will be provided a table to display goods or services
- The Culinary Center will house the Onion Recipe & Onion Salsa Contests (sponsored separately)
- Logo on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Free Commercial or Food Booth (deadline March 9, 2012)

- Four invitations to Sponsor & Volunteer Party
- Four official Onion Fest T-shirts
- Ten admission tickets (adult or children) to Onion Fest

Main Stage

\$3,500

- Exclusive banner display on stage and listing of musical performances (to be provided by Onion Fest). Stage will be a 60 X 90 tent featuring Country, Tejano, Norteno and more from 10 am to 9 pm.
- Reserved seats in the front row for performances
- Sponsor will be provided a table to display goods or services
- Banner (to be provided by Onion Fest) will be displayed at the entrance of stage



- Logo on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Free Commercial or Food Booth (deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party
- Four official Onion Fest T-shirts
- Ten admission tickets (adult or children) to Onion Fest

Texas Onion Fest Pageant

\$3,000



- Exclusive sponsorship of the Miss Onion Fest, Miss Onion Blossom and Springsweet Miss Pageant held Friday, March 2nd. Attendance at the 2011 pageant was approximately 900 persons.
- Official Pageant Welcome sign at entrance of pageant
- Present official awards to pageant winners
- Promotion in all post event publicity
- Quarter page ad in the Onion Fest Tabloid of which 46,000 will be inserted in the Mid Valley Town Crier, 19,000 inserted in the Monitor, 3,500 in the Valley Morning Star, and 1,000 to be distributed by the Weslaco Area Chamber of Commerce

- Display of your banner (to be provided by sponsor) at Onio Fest grounds
- Logo on Onion Fest website
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Free Commercial or Food Booth (deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party
- Four official Onion Fest T-shirts.
- Ten admission tickets (adult or children) to Onion Fest.

Charro Performances Arena **\$3,000**

- Exclusive sponsorship of the two Charro horse and rider performances featuring Rancho Caballo de Pura Raza Azteca stables dancing horses.
- Announcer will recognize the sponsor during performances
- Banner (to be provided by Onion Fest) will be displayed at the performance arena
- *Prime reserved seating for ten* at horse shows
- Logo on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Free Commercial or Food Booth (deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party
- Four official Onion Fest T-shirts
- Ten admission tickets (adult or children) to Onion Fest



Family Area Pavilion **\$2,000**

- Exclusive sponsorship of Family Pavilion including banner display at entrance (to be provided by Onion Fest). Family Pavilion is an open pavilion that provides a variety of hands on family events with a health or environmental focus.
- Logo on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Free Commercial or Food Booth (reservation deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party

- Four official Onion Fest T-shirts
- Ten admission tickets (adult or children) to Onion Fest

Onion Recipe & Salsa Contest \$2,000

- Exclusive sponsorship of the Onion Recipe Contest
- Contest will be held for the first time on Saturday during the event in the Texas Onion Culinary Center
- Listing on all entry forms
- Sponsor representative will be able to present all winning recipe trophies and be featured in photos for publicity and website promotion
- Sponsor can display goods and/or services at the event
- Winning recipes will be published and featured on the Onion Fest website with sponsor mention
- Logo on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Free Commercial or Food Booth (deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party
- Four official Onion Fest T-shirts
- Ten admission tickets (adult or children) to Onion Fest



Texas Onion Fest KIDZONE \$2,000

- Listing on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Banner (to be provided by sponsor) displayed at festival.
- Logo in newspaper advertising
- Free Commercial or Food Booth (reservation deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party.
- Two official Onion Fest T-shirts



Onion Eating Contest and Cool Spot Mini Stage \$1,500

- Exclusive sponsorship of one of the most unique festival events. Includes Youth and Adult contests.
- Mini stage hosts a variety of entertainment while guests relax & refresh
- Logo on Onion Fest website
- Banner (to be provided by Onion Fest) will be displayed at tent entrance
- Listing on Official Onion Fest Park billboard
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Free Commercial or Food Booth (reservation deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party
- Four official Onion Fest T-shirts
- Ten admission tickets (adult or children) to Onion Fest



Texas Onion Fest Car Show**\$1,500**

- Listing on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Banner (to be provided by sponsor) display at festival.
- Logo in newspaper advertising
- Logo on trophies to be awarded at Car Show
- Free Commercial or Food Booth (reservation deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party
- Two official Onion Fest T-shirts
- Eight admission tickets (adult or children) to Onion Festival

**Arts & Crafts Show****\$1,500**

- Exclusive sponsorship of Arts & Crafts Show including banner display at entrance of tent (to be provided by Onion Fest)
- Logo on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Free Commercial or Food Booth (deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party.
- Four official Onion Fest T-shirts
- Ten admission tickets (adult or children) to Onion Fest



Super Colossal \$1,500

- Logo on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Logo in newspaper advertising
- Radio tags on select Onion Fest radio spots
- Banner (to be provided by sponsor) display at festival
- Free Commercial or Food Booth (reservation deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party
- Four official Onion Fest T-shirts

Jumbo \$750

- Listing on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Listing in newspaper ads
- Two invitations to Sponsor & Volunteer Party
- Two official Onion Fest T-shirts
- Five admission tickets (adult or children) to Onion Fest

Colossal \$1,000

- Listing on Onion Fest website
- Listing on Official Onion Fest Park billboard.
- Banner (to be provided by sponsor) display at festival
- Logo in newspaper advertising
- Free Commercial or Food Booth (reservation deadline March 9, 2012)
- Four invitations to Sponsor & Volunteer Party
- Two official Onion Fest T-shirts
- Eight admission tickets (adult or children) to Onion Fest

Large-Medium \$500

- Listing on Onion Fest website
- Listing on Official Onion Fest Park billboard
- Two invitations to Sponsor & Volunteer Party
- Two official Onion Fest T-shirts
- Four admission tickets (adult or children) to Onion Fest

For more information please contact us at:

**Texas Onion Festival c/o Weslaco Area Chamber of Commerce
Martha Noell, President/CEO – martha@weslaco.com
Laura Espinoza, Marketing Director – laura@weslaco.com
255 S. Texas Blvd.
Weslaco, TX 78596
(956)968-2102
onionfest@weslaco.com
www.weslaco.com/onionfest**

Please fill out the attached form and return with check payable to: Texas Onion Fest



2012 Sponsor Enrollment Form

Company Name/Organization _____

Contact Person _____

Mailing Address _____

Phone _____ Fax _____

E-mail address _____

Signature of Person Making Commitment _____

____ **Please reserve Exhibit Booth for my business**

*This sponsor enrollment form needs to be returned as soon as possible.
Please select a 1st and 2nd choice sponsor opportunity, as exclusive sponsor opportunities fill quickly.*

Make sponsor check to:

Texas Onion Fest

(An invoice can be provided if needed)

Return to:

Texas Onion Fest

c/o Weslaco Area Chamber of Commerce

P. O. Box 8398

Weslaco, TX 78599-8398

Sponsor Levels:		1st Choice	2nd Choice
Onion Fest Pageant-Mar. 6	\$3,000	_____	_____
Main Stage	\$3,500	_____	_____
Charro Performance Arena	\$3,000	_____	_____
Culinary Center	\$3,500	_____	_____
Arts & Crafts Show	\$1,500	_____	_____
Family Area Pavilion	\$2,000	_____	_____
Onion Recipe & Salsa Contest	\$2,000	_____	_____
Onion Fest Car Show	\$2,000	_____	_____
Onion Eating Contest/R&R Area	\$1,500	_____	_____
Guitar Hero & Games	\$1,500	_____	_____
Onion Fest KIDZONE	\$2,000	_____	_____
Super Colossal	\$1,500	_____	_____
Colossal	\$1,000	_____	_____
Jumbo	\$750	_____	_____
Large-Medium	\$500	_____	_____