

SPONSORSHIP PLAN

SUN AUG.07.22

DENVER, CO



PLAYERO FEST

EL CÓCTEL DE CAMARÓN MÁS GRANDE DEL MUNDO

EVENT
PRODUCED BY:



ABOUT



Playero Fest (Beach Festival) is planned and destined to be a one-of-a-kind event in Colorado. We are bringing The Mexican Beach Experience to Denver. It's music, food, and unmatched ambiance.

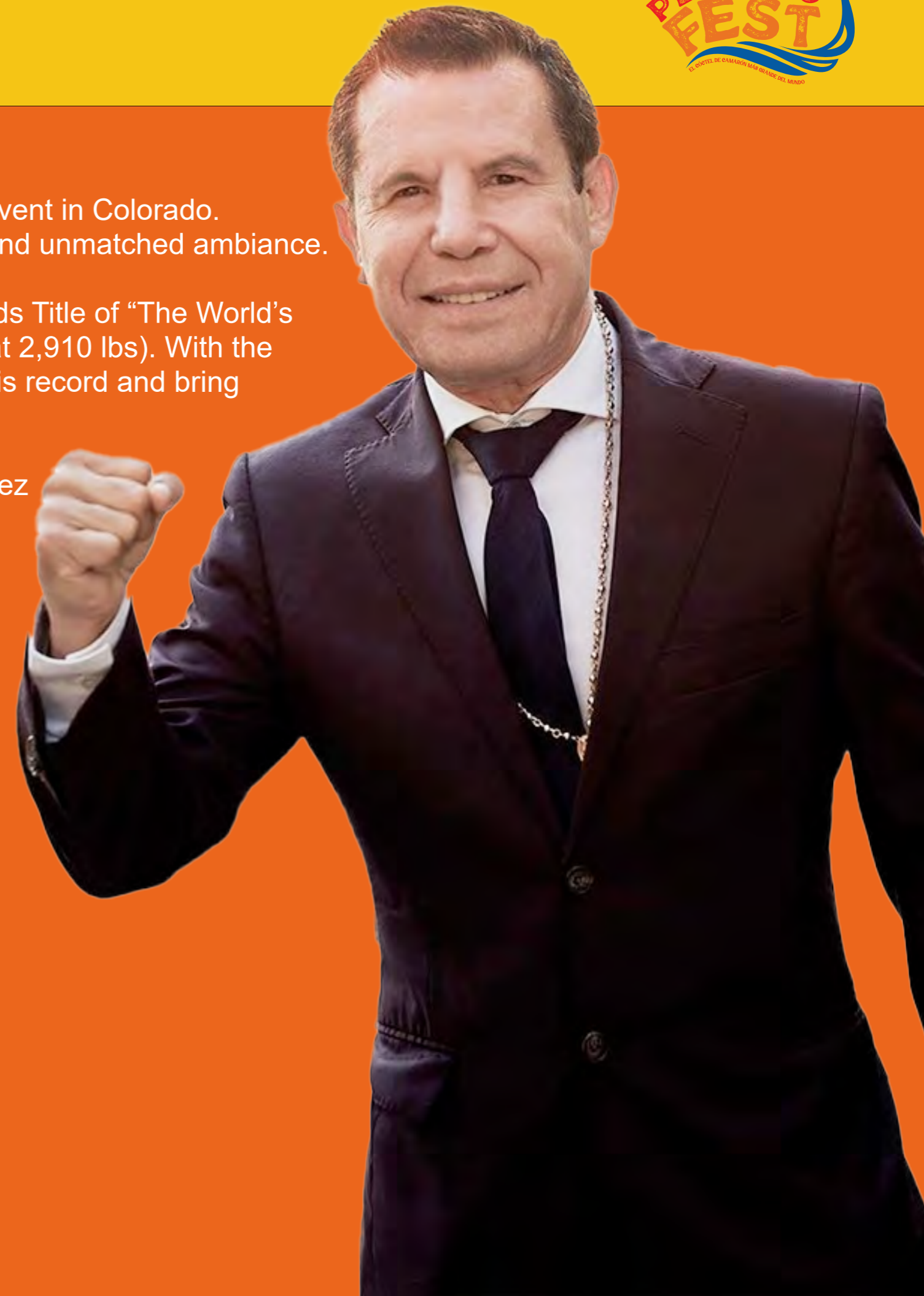
In addition, we are going for the unthinkable and challenging Guinness Records Title of "The World's Largest Shrimp Cocktail" ever made (currently held by Cartagena Colombia at 2,910 lbs). With the support of the Denver authorities, Sponsors and Supporters, we will smash this record and bring the title to our home state of Colorado.

The Padrino & host of this Magnus Event, the one, and only Julio Cesar Chavez the boxing legend has agreed to take part in this historical event and provide the people of Colorado with an experience like no other.

An experience the World will notice.

- International Emmy Awards Nominee & Winner Talent
- Live Music (International & Local)
- National Media Coverage
- City and State Representatives
- Guinness Records Official Representative
- Food Vendors
- Sand Beach activities
- Fresh Hand-craft cocktail stands (Artisan Drinks)

SUNAUG.07.22





PADRINO

"THE BOXING LEGEND"
JULIO CESAR CHAVEZ



6	VECES CAMPEÓN MUNDIAL	>	37	PELEAS DE TÍTULO MUNDIAL
86	KO		107	VICTORIAS
13 AÑOS		INVICTO		

• 107 Victories • 87 KO's • 6 times World Champion • 31 World Titles

ENTERTAINMENT

• Since 1965

• 40+ LP Recorded Albums

• ASCAP Winner

• Grammy Awards Nominee & Winner

ORIGINAL BANDA LIMON

57TH YEAR ANNIVERSARY CELEBRATION

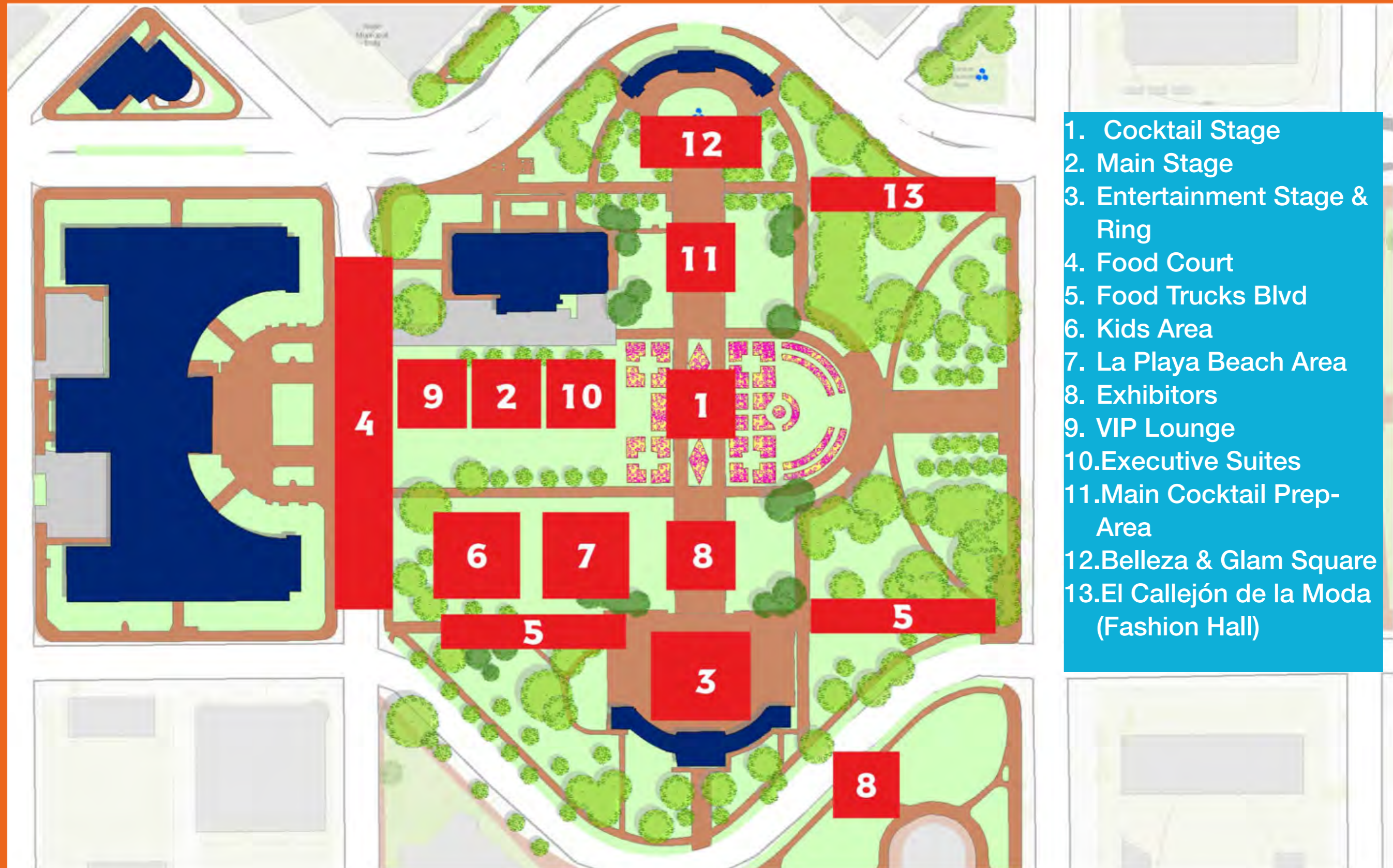
57
ANIVERSARIO
LA ORIGINAL BANDA EL LIMON
DE SALVADOR LIZARRAGA



WHAT'S EXPECTED



VENDORS | FOOD STANDS | ACTIVITIES | BARS | ALL AGES



BRANDING



BRANDING



MERCHANDISE



ENTERTAINMENT

• 10+ Performers

• Singers

• Regional Mexican Music

• Trios & Bands



**10 ACOUSTIC MUSIC SPOTS
WALKING LIVE BANDS
SINGING AMONG THE CROWDS**

LUCHA LIBRE



SAND BEACH ACTIVITIES



- TONS OF SAND
- SAND BEACH VOLLEY BALL
- PHOTO OP(S)



Azzurra Piccardi, See.Me Featured Member

FOOD & BEV



• FOOD STANDS

• FOOD TRUCKS

• BARS

• SPECIALTY COCKTAIL STANDS

**VENDOR &
EXPOSURE
OPPORTUNITIES
FOR LOCAL
BUSINESSES
IN THE FOOD & BEV
INDUSTRY**

ZONE 4, 5 & 8



FOOD & BEV

• FOOD STANDS

• FOOD TRUCKS

• BARS

• SPECIALTY COCKTAIL STANDS



**AUTHENTIC &
TRADITIONAL
MEXICAN BEACH
BEV STANDS**

**FRESH COCONUTS
DELICIOUS PINEAPPLE
& MORE**

**MICHELADA MIX
CLAMATOS PREPARADOS**



BARS



BAR SPONSORSHIP OPPORTUNITIES



- SINGLE
- MULTIPLE
- ALL EXCLUSIVE

WORLD RECORD



- **NEW WORLD RECORD FOR OUR CITY**
- **NATIONAL MEDIA COVERAGE**
- **LOCATION - CIVIC CENTER PARK**
- **WITNESSED BY AN OFFICIAL GUINNESS WORLD RECORDS REPRESENTATIVE**

Approx. 10+ Feet --->



We are a group of organizers who like challenges, and this time we are determined to bring to the City of Denver, the title of having prepared the World's Largest Shrimp Cocktail. Currently The Guinness World Record for the Largest Shrimp Cocktail is 1,320 Kg (2,910 lb 1.6 oz) and was prepared in the City of Cartagena de Indias, Colombia in 2015. Our goal is to make the World's Largest Shrimp Cocktail at 1,500 kg (3,306.93lbs) in Denver, CO. We have the operational capacity and the support of the authorities of the City of Denver to Achieve this goal this coming August 7th ensuring with pride that the record stays in our city, all this within the framework of the first Playero Fest 2022.



DONATIONS



As Denverites and surrounding communities begin to attend large events we want to ensure that we can gain our Downtown and City parks, which are the life of our City.

We not only want for attendees to have fun and enjoy the event , but we want to ensure that we give back to our community who kept strong and thrived during the COVID-19 pandemic.

For this reason, during PLAYERO FEST 2022 every plate of the World Largest shrimp cocktail will be served to TAKE AWAY in exchange of a suggested donation.

A portion of the funds will go to various local nonprofit organizations helping kids with "different necessities " in the state of Colorado.

Kenzis' Causes and other non-profit organizations:

CONFIRMED KENZIS' CAUSES
POSSIBLE NON - PROFIT PARTNERS
ST. JUDE

SPONSORSHIPS



PRESENTED BY

1. Company logo/name in all promotional pieces as "Presented by Sponsor": Cups, napkins, bracelets, event tags, event staff shirts, other.
2. Company logo/name on Giant Cocktail Cup as "Presented by" Sponsor
3. Company logo/name in all Event Signage as "Presented by" Sponsor. Printed and Digital Stage Screens
4. Company logo/name in all printed Advertising. Magazines and newspapers as Presented by Sponsor
5. Company logo/name in digital publications of the event on social media as Presented by Sponsor
6. Company logo/name on event website as Presented by Sponsor
7. Company logo with link to the sponsor's official website - Large
8. Product Exclusivity Opportunity - Soft Drink, Beer, Liquor, Other
9. Company name as sponsor by on press releases and media kits
10. Company logo in all television advertising (Univision) as Presented by Sponsor
11. Company name in radio advertising (La Tricolor) as Presented by Sponsor
12. LIVE - 1 Tricolor 4 Coco Pirata. Name and or logo on social media and mention during the Live Total 5 (banner
13. Up to 4 (10x10) premium Exhibit/Vendor locations include awning, 1 table 2 chairs
14. Main Stage - Logo prominently displayed as Presented by sponsor in all digital large screens
15. Logo in lower thirds & 30 second Logo/Video animation during the event. Approximately 8-10 hours, Logo animation about 100
16. Community Stage - Logo prominently displayed as Presented by sponsor on printed banners
17. PA Mentions in the 2 stages, 20 per Stage during the day.
18. Rights to use the name and art of Playero Fest 2022 in your own PR & Advertising for 6 months after the event
19. Post event - Company name and/or logo included in all Social Media, PR, as Presented by Sponsor

INVESTMENT \$60,000

16 VIP Lounge passes - Original Banda Limon
4 Executive Suite - Meet and Greets Julio Cesar Chavez

SPONSORSHIPS



PREMIER

1. Company logo/name in two promotional items of your choice as Premier Sponsor: Cups, napkins, bracelets, event tags, and event staff shirts.
2. Company name as a sponsor of one of our event areas: Food Truck, Food Court, Vendor Square, Fashion Hall, Beach Area,
3. Company logo/name in all Event Signage as Premier Sponsor. Printed and Digital Stage Screens _ Logo Medium
4. Company logo/name in all printed Advertising. Magazines and newspapers as Premier Sponsor _ Logo Medium
5. Company logo/name in digital publications of the event on social media as Premier Sponsor _ Logo Medium
6. Company logo/name on the event website as Premier Sponsor _ Logo Medium
7. Company logo with a link to the sponsor's official website - Medium
8. Company name as sponsor on press releases and media kits as Premier sponsor
9. Company logo in all television advertising (Univision) as Premier Sponsor _ Logo Medium
10. LIVE - 1 Tricolor 4 Coco Pirata. Name and or logo on social media and mention during the Live Total 5 (banner) as Premier Sponsor
11. Company name in radio advertising (La Tricolor) as patrocinado por - Sponsored by Tag
12. Up to 2 (10x10), premium Exhibit/Vendor locations include awning, 1 table 2 chairs
13. Main Stage - Logo displayed as Premier sponsor on all digital large screens. Logo_Medium.
14. Rights to use the name and art of Playero Fest 2022 in your own publicity as Premier Sponsor
15. Post-event - Company name and/or logo included in all Social Media, PR, as Premier Sponsor

INVESTMENT \$35,000

8 VIP Lounge passes - Original Banda Limon
2 Executive Suite - Meet and Greet Julio Cesar Chavez

SPONSORSHIPS



GOLD

1. Company logo/name in one promotional item of your choice as Gold Sponsor: Cups, napkins, bracelets, event tags, event staff shirts.
2. Gold Sponsor. Printed and Digital Stage Screens _ Logo Medium
3. Company logo/name in all printed Advertising. Magazines and newspapers as Gold Sponsor _ Logo Media
4. Company logo/name in digital publications of the event on social media as Gold Sponsor _ Logo Medium
5. Company logo/name on the event website as Gold Sponsor _ Logo Medium
6. Company logo with link to the sponsor's official website - Medium
7. Company name as sponsor on press releases and media kits as Gold sponsor
8. Company logo in all television advertising (Univision) as Gold Sponsor _ Logo Medium
9. Company name in radio advertising (La Tricolor) as Gold sponsor - Tag (sponsored by)
10. LIVE - 1 Tricolor 4 Coco Pirata. Name and or logo on social media and mention during the Live Total 5 (banner) as Gold Sponsor
11. Up to 1 (10x10), premium Exhibit/Vendor location includes awning, 1 table 2 chairs
12. Main Stage - Logo displayed as Gold sponsor in all digital large screens. Logo_Medium.
13. Rights to use the name and art of Playero Fest 2022 in your own publicity
14. Post event - Company name and/or logo included in all Social Media, PR, as Gold Sponsor

INVESTMENT \$25,000

4 VIP Lounge passes - Original Banda Limon
2 Executive Suite - Meet and Greet Julio Cesar Chavez

SPONSORSHIPS



SILVER

1. Silver Sponsor. Printed and Digital Stage Screens _ Logo Monochrome Small
2. Company Logo (Monochrome) in all printed Advertising. Magazines and newspapers as Silver Sponsor small logo
3. Company name in digital publications of the event on social media as Silver Sponsor _ Logo Small monochrome
4. Company logo on the event website as Silver Sponsor _ Logo Monochrome
5. Company logo in all television advertising (Univision) as Silver by Sponsor _ Logo Small Monochrome
6. LIVE - 1 Tricolor 4 Coco Pirata. Name and or logo on social media during the Live Total 5 (banner) as Silver Sponsor
7. - monochrome logo
8. Up to 1 (10x10), premium Exhibit/Vendor location includes awning, 1 table 2 chairs
9. Post-event - Company name included in all Social Media, PR, as Silver Sponsor

INVESTMENT \$15,000

2 VIP Lounge passes - Original Banda Limon
2 Executive Suite - Meet and Greet Julio Cesar Chavez

SPONSORSHIPS



SUPPORTING EXECUTIVE SUITE

1. Executive Suite Table of 10
2. 10 VIP Lounge additional tickets for your guests
3. Name in the Golden List on the screens at Main Stage at the Concert
4. Executive Suite badges for access to NO-WAIT Food and Beverage Concession Stand in Executive Area
5. 10 Collectible T'Shirt Event Playero Fest 2022
6. Complimentary 1st Round of beverages from the Playero Fest Executive Menu
7. Complimentary 1st Round of appetizers from the Playero Fest Executive Menu
8. Access to Executive Suite Amenities - Deluxe Seating, Private Restrooms
9. PA Name Mention before the concert
10. Meet & Greet with Julio Cesar Chavez
11. One Memorable signed item - by Julio Cesar Chavez

INVESTMENT \$7,500

SPONSORSHIPS



SUPPORTING VIP LOUNGE

1. VIP Lounge Table of 10
2. 10 VIP Lounge additional tickets for your guests
3. Name on listed on the screens at Main Stage during the Concert
4. 20 VIP Lounge wristbands for access to NO-WAIT Food and Beverage Concession Stand in VIP Lounge Area
5. 10 Collectible T'shirt Event Playero Fest 2022
6. Complimentary 1st Round of 10 beverages from the Playero Fest VIP Lounge Menu
7. PA Name Mention before the concert

INVESTMENT \$4,000