



SPONSORSHIP DECK 2019

PROMOTE YOUR BRAND!

SPONSORSHIP LEVELS & BENEFITS



Sponsors receive:

- Recognition in event controlled marketing materials
- Exposure to thousands of local residents and businesses
- Business-to-Business networking opportunities

Sponsorship Level	Fiesta Starts Here!	Celebrate Fiesta	Concert Series	Wine Presenting Sponsor	Beer Presenting Sponsor
Benefits	\$2,000 Cash Only	\$1,500 Cash or Trade*	\$2,000 Cash Only	\$3,000 Cash or 20 Case Donation**	\$5,000 Cash Only
Rotating ad on event website (5in x 4in, provided by sponsor) (5,000 pageviews per month)	•				
Meet our sponsors email blast and one social media post	•	•	•	•	•
Hyper-linked company logo on event website and company logo on promotional materials (Reach 30,000+)	•	•	•	•	•
Exclusive logo placement on event signage at Casa de la Guerra	•	•	•	•	•
Exclusive logo placement on entertainment stage			•		
Logo on print advertising***	•	•	•	•	•
Logo placement on promotional materials, social media, and SBTHP website	•	•	•	•	•
Sponsor naming rights to the concert series and verbal recognition during live Music			•	•	

*Trade must help underwrite cost of the event.

**Case donation must be 70% white wine and 30% red wine.

***Event Controlled Marketing

Contact our Director of Advancement,
Zach VanHarn zach@sbthp.org or (805) 961-5378

BE OUR GUEST!

VIP VERANDA EXPERIENCE



Sponsors receive:

- Access to the VIP Veranda
- Concierge Service
- Business Promotion

Time slots are on a first come first serve basis!

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Sponsorship Level	COMANDANTE	ALFÉREZ
Benefits	\$2,000 Cash Only	\$750 Cash Only
Exclusive VIP Veranda Access for up to 50 persons from noon-3:30 PM, 4-7:30 PM, or 8-closing for (1) day at Casa Cantina (including Parade Day August 2nd). This includes preferred seating and view of the entertainment.	•	
Exclusive VIP Veranda Access for up to 15 persons from noon-3:30 PM, 4-7:30 PM, or 8-closing for (1) day at Casa Cantina. This includes preferred seating and view of the entertainment.*		•
(2) Drink tickets per person (100 total max); tickets are good for ANY drink (margarita, wine, or beer)	•	•
(2) Drink tickets per person (30 total max); tickets are good for ANY drink (Margarita, wine, or beer)		•
(4) Day wristband that will allow FREE general admission access to all other days of Casa Cantina (August 1-4, 2018), (1) per attendee of VIP Party (up to 50). No transfers/exchanges.	•	
(4) Day wristband that will allow FREE general admission access to all other days of Casa Cantina (August 1-4, 2018), (1) per attendee of VIP Party (up to 15). No transfers/exchanges.		•
Access to private on-site restrooms!	•	•
Meet our sponsors email blast, social media mention, and rotating ad on the event website (provided by sponsor)	•	
Hyper-linked company logo on event website and company logo on promotional materials (Reach 30,000+)	•	•
Tax Deductible Amount	\$1,300	\$400

*Excludes Parade Day Friday August 2nd



Santa Barbara Trust
for Historic Preservation