



# HarborFest

CHULA VISTA

Presented by the Port of San Diego

**Saturday, August 15, 2020**  
**10:00 AM to 6:00 PM**  
**Bayside Park - 999 Bayside Parkway**

**Latin Beats Stage Sponsor**  
**\$10,000 (limit 1)**



**CVHarborFest.com**



For more information and sponsor opportunities visit [CVHarborfest.com](http://CVHarborfest.com)  
or contact [Harborfest@mcfarlanepromotions.com](mailto:Harborfest@mcfarlanepromotions.com) (619) 233-5008



Saturday, August 15, 2020 • 10:00 AM - 6:00 PM • Chula Vista's Bayside Park • 999 Bayside Parkway

## Latin Beats Stage Sponsor \$10,000 (limit 1)

### Latin Beats Stage Description

The Latin Beats Stage is located in a gorgeous setting at the North end of Bayside Park featuring spectacular views of the Bay and of the San Diego City skyline. One of the main attractions of HarborFest, the Taco & Spirit Fest, will be located adjacent to the Latin Beats Stage. Dance to a lineup of favorite Salsa and Latin percussion groups who will perform from 10 am to 6 pm. Additionally local Ballet Folklorico and Mariachi groups will delight all ages.

### Latin Beats Stage Sponsor

- Your Company listed as the Latin Beats Stage Sponsor and company logo recognition anywhere the Latin Beats Stage Sponsor is mentioned; Company name mentioned in announcements made throughout the event from the Latin Beats Stage; The opportunity to open and close with a custom message about your company on the Latin Beats Stage;

### Logo Recognition

- Company logo on website with reciprocal link. Your logo/company name will remain on the HarborFest website all year (Your company to provide a print quality, 300 DPI or higher, vector file company logo);
- Company name and logo on collateral materials for Chula Vista HarborFest including, but not limited to:
  - full color Event Posters
  - full color Event Flyers
  - full color Event Programs

### Display | Signage

- Company banner displayed on the Stage and area tower;
- 10' x 10' booth with premier placement to distribute company products or promotional materials;

### VIP Passes

- 10 parking passes
- 20 tickets for the Taco & Spirits Fest
- 20 drink tickets

### Social Media:

- Company name mentioned and linked through Social networks on Twitter, Facebook & website; *See Social Media Page for additional information on event marketing and promotion*

### Advertising | Promotions

- Event logo and name mentioned in all pre-event and day of event promotional material and advertisements including press releases and media alerts;
- Company name mentioned in pre-event radio and TV spots on radio stations;
- A representative from your company will be invited to pre-event television or radio spots; pre-event promotion may include a representative from your company promoting your involvement as the Latin Beats Stage Sponsor
- Target mailing/email blast to include your company's name and logo;
- Full Page Advertisement in the Event Program;

### Future Events

- Your company will have "First right of Refusal" to be Latin Beats Stage Sponsor at subsequent HarborFest events.

For more information and sponsor opportunities visit [CVHarborfest.com](http://CVHarborfest.com)  
or contact [Harborfest@mcfarlanepromotions.com](mailto:Harborfest@mcfarlanepromotions.com) (619) 233-5008



Saturday, August 15, 2020 • 10:00 AM - 6:00 PM • Chula Vista's Bayside Park • 999 Bayside Parkway

## Latin Beats Stage Sponsor \$10,000 (limit 1)

### SPONSORSHIP COMMITMENT FORM

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

Please charge my (circle one)    Visa    MC    Amex

Card No. \_\_\_\_\_

CVC \_\_\_\_\_ Expire \_\_\_\_\_

Amount to be charged to my credit card: \$ \_\_\_\_\_

Please fax your form by June 30, 2020 to 619-233-0898  
656 Fifth Ave., Suite B, San Diego, CA. 92101  
or email at Harborfest@mcfarlanepromotions.com  
Tel: 619.233.5008 • Fax: 619.233.0898

For more information and sponsor opportunities visit CVHarborfest.com  
or contact Harborfest@mcfarlanepromotions.com (619) 233-5008