



## Viva Southwest Mariachi Festival Sponsorship Package

The Latino Cultural Arts Center  
LCAC-Denver.org | @LCACdenver

### About the LCAC

The mission of the Latino Cultural Arts Center (LCAC) is to elevate and advance the artistic and intellectual contributions of Latinos. Our vision holds that art must inspire social change and be driven by imaginative excellence, cultural courage, and collective impact.

### About Viva Southwest

Viva Southwest Mariachi Festival (VSMF) will celebrate its 5th Year in 2022! The regional festival provides musical workshops for musicians of all ages; from primary to university level, and community members.

Throughout the day, they are guided by professional and award-winning Masters of Mariachi. The weekend culminates with a sold out Mariachi showcase featuring student groups alongside local and national Mariachi Masters.



"The traditional Mexican music, which dates back to at least the 19th century, is exciting and vibrant. It tells the stories that are universal stories — It's about all of us."

- Dr. Lorenzo Trujillo,  
MSU Mariachi Professor &  
VSMF Director



"Viva Southwest is putting Colorado on the map as a powerhouse of Mariachi music. We welcome the Rocky Mountain Region to Denver in celebration of a shared treasure."

- Alfredo Reyes,  
LCAC Executive Director



### About the Workshops

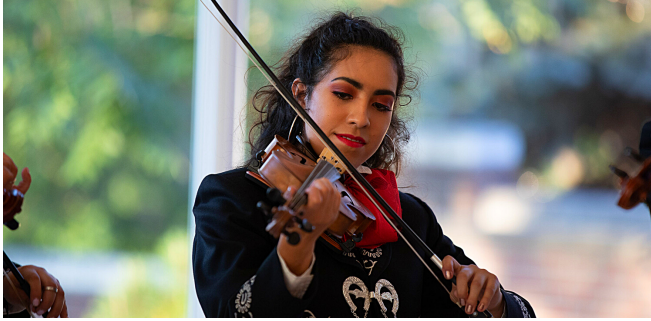
In 2022 VSMF, will offer 2 days of workshops across the Auraria Campus, located in the heart of Denver. Musicians across the Southwest convene to deepen their understanding of Mariachi music by learning hands-on from leaders in the industry.

Participants will gain an appreciation of the richness of Mexican culture and its history through music education and career development.

### About the Showcase

VSMF ends with a sold out concert before a regional audience. It highlights what was learned throughout the workshops among Masters and peers.

As VSMF continues to expand, we have secured a Grammy-nominated singer-songwriter who will be headlining Viva Southwest 2022.



## The Opportunity

Over the last 4 years, VSMF has reached over 2,500 audience members and approximately 1,000 participants. This includes audiences and students from Arizona, Colorado, Kansas, Nebraska, New Mexico, Texas, and Wyoming with a sold out festival year after year.

Sponsoring VSMF gives you access to our local and regional media partners, in English and Spanish, reaching up to 300,000 families.

## VSMF In the Press



Scan QR Code for video presentation of the 4th Annual VSMF.

## Sponsorship Opportunities

Levels & Benefits	La Trompeta \$5,000+	El Guitarron \$2,500+	El Violin \$1,250+
Recognition on all print media, banners, etc.	●	●	
Video link of the concert for sponsor's clients	●	●	●
Banner displayed during conference	●		
Recognition on digital channels	●	●	●
Tickets to the opening reception	6 tickets	4 tickets	2 tickets
Tickets to the showcase concert	6 tickets	4 tickets	2 tickets
Table at the showcase concert	●		
Ad in festival program	Full page ad	Half page ad	Quarter page ad
Live mention at the showcase concert	●		

## LCAC Anticipated Reach

8,200

LEVERAGE LCAC  
FOLLOWERS

1,500

TOTAL EVENT  
ATTENDANCE

500,00+

ORGANIC +  
PAID REACH

11,000

WEBSITE  
VISITS IN 2021