# VIVA SOUTHWEST MARIACHI

### CONFERENCE    MARIACHI COBRE    FESTIVAL GARIBALDI

**The Metropolitan State University of Denver Department of Music, along with the Latino Cultural Arts Center (LCAC), will host the 6th Annual Viva Southwest Mariachi Conference on April 19 & 20, 2024, at the King Center on the Auraria Campus.**

Viva Southwest Mariachi Conference provides music educators, directors, and musicians of all ages, skills, and levels with an annual two-day conference where they will immerse themselves in Mariachi workshops, technique, performance and lectures taught by Mariachi Cobre & Master Mariachi teachers across the Southwest.

**Our Mission:** To establish Colorado as a national center for Mariachi excellence by building a pipeline of talent from the community to higher education and professional careers.

**Join us for a free community festival & experience Disney's premiere *Mariachi Cobre* who will lead the conference culminating with a ticketed concert.**
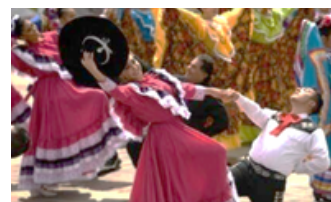
Mariachi Cobre

**The weekend includes free and paid activities on Auraria Campus for the entire community.**

### Festival Garibaldi
#### A Celebration of Mariachi and Folklorico Dance

**Festival Garibaldi** **April 19, 2024 | 5:00-10:00 PM**
The conference will partner with Empowered to co-host Festival Garibaldi, a free community festival celebrating local Denver Mariachi and Folklorico groups inspired by the famous plaza in Mexico City. Festival-goers can enjoy over 25 performances showcasing traditional music and dance, making it a vibrant celebration of Mexican culture.

**Mariachi Cobre Concert** **April 20, 2024 | 7:00-9:00 PM**
Viva Southwest Mariachi Conference will present a Night with *Mariachi Cobre* at the King Center on the Auraria Campus. Tickets available for purchase, proceeds will benefit Mariachi education for years to come.

# Sponsorship Opportunities / Oportunidad de Patrocinio

The Latino Cultural Arts Center (LCAC) and the Metropolitan State University of Denver Music Department (MSU Music) are thrilled to host the 6th Annual Southwest Mariachi Conference. This year, the conference will co-host a weekend celebrating Mexican music, dance, food, education, and entertainment. For this fun-filled weekend, LCAC and MSU Music will partner with Empowered, Colorado Youth Mariachi Program, and Fiesta Colorado Dance Company to offer Festival Garibaldi.

**MAXIMIZING YOUR SPONSORSHIP ACROSS FOUR NONPROFITS**
We are seeking sponsors for all the weekend's activities and events. Sponsors will be supporting four nonprofit organizations combined, maximizing your sponsorship dollars. Your sponsorship will have a direct impact on the community. Our unified partnership allows us to deliver and expand our community impact, drawing upon our own individual networks to connect and celebrate our collective community.

Your sponsorships will specifically support the Southwest Mariachi Conference, Festival Garibaldi & Mariachi Showcase, Mariachi Jam session, and Mariachi Cobre Concert. Sponsorship will include VIP opportunities, complimentary tickets, and event brand exposure all weekend.

## SPONSORSHIP LEVELS & BENEFITS

| Levels & Benefits / Niveles y Beneficios | Guitarrón $10,000 | Violin $5,000 | Vihuela $2,500 | Guitarra $1,000 | Voz $500 |
|---|---|---|---|---|---|
| LCAC Newsletter Ad & Social Media Spotlight | ● | | | | |
| Recognized Sponsor for Selected Festival Garibaldi stage(s) | ● | ● | | | |
| Include inspiring comment on the LCAC Website | ● | ● | ● | | |
| On-stage Sponsorship Announcement at Festival Garibaldi & Mariachi Cobre Concert | ● | ● | ● | | |
| Complimentary VIP Tickets to Festival Garibaldi | 10 Tickets | 8 Tickets | 4 Tickets | 2 Tickets | 2 Tickets |
| Complimentary Tickets to Mariachi Cobre | 10 Tickets | 8 Tickets | 6 Tickets | 4 Tickets | 2 Tickets |
| Logo included in print, LCAC Website & Newsletter | ● | ● | ● | ● | ● |

**We also offer custom opportunities and are always open to creating tailored sponsorships that match your community engagement and outreach needs**

Presented by



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