



La Frontera's

Tucson International Mariachi Conference

2025

Sponsorship Information

Tucson's 5-Day Mariachi & Folklórico Dance Festival



Wednesday through Sunday | April 23rd - 27th, 2025

www.tucsonmariachi.org

Tucson Convention Center • MSA Annex • San Augustine Cathedral

Events Overview



Tucson International Mariachi Conference

April 23-27, 2025

Tucson Convention Center • MSA Annex • San Augustine Cathedral

The History of the Tucson International Mariachi Conference

Celebrating its 43rd anniversary, the Tucson International Mariachi Conference is a 5-day event featuring mariachi music, dance, food, drink, and fun.

"The roots of La Frontera's Tucson International Mariachi Conference are solidly embedded in the multicultural communities of southern Arizona, particularly those of Mexican American heritage."

*Gregory S. Rodríguez, Assistant Professor
Mexican American Studies &
Research Center
The University of Arizona*

Our Mission

“ Our Mission is to promote awareness and foster traditional values of Mariachi music and Baile Folklórico through educational activities that increase knowledge, artistic and technical experience, cultural identity, and pride in our youth and community. ”



By the Numbers

Tucson International Mariachi Conference

April 23-27, 2025

Tucson Convention Center • MSA Annex • San Augustine Cathedral

Increase Brand Awareness & Exposure As A TIMC Sponsor!

If you are looking to reach a large audience, enhance your brand image, and help support local arts, then sponsoring the *Tucson International Mariachi Conference* is a great option.

Increase brand awareness:

Your logo will be seen by thousands of people and will also be featured in conference marketing materials.

Have fun:

TIMC is a fun and festive event. You and your employees can enjoy the music, dance, and food at the this year's festival.

Music Workshop Attendance

Since 1982, conference workshops have provided music instruction to thousands of students

33,084

Advertising Value

Newspaper, radio, television, posters, flyers and social media

\$50,000

Audience Reach

Workshop, El Mariachi Canta, Showcase and Espectacular Concerts, Festival de Garibaldi and Mariachi Mass audiences.

27,200

TIMC Website Users

23,000

TIMC Website Pageviews

77,000

Facebook Reach

220,000

Events At A Glance



Tucson International Mariachi Conference

April 23-27, 2025

Downtown Tucson • Tucson Convention Center • MSA Annex • San Augustine Cathedral

The conference and festival offer a unique array of music concerts, food, and crafts—join us downtown Tucson at the Tucson Convention Center

Wednesday, April 23

- Participant Orientation (TCC)
- Workshop Classes (TCC)
- El Mariachi Canta Vocal Competition (MSA Annex)

Thursday, April 24

- Workshop Classes (TCC)
- Student Showcase Concert (Linda Ronstadt Music Hall)

Friday, April 25

- Workshop Classes (TCC)
- Espectacular Concert (Linda Ronstadt Music Hall)

Saturday, April 26

- Festival Garibaldi (Downtown Tucson, J'acome Plaza)

Sunday, April 27

- Mariachi Mass (St. Augustine Cathedral)



Sponsorship Opportunity

Tucson International Mariachi Conference

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***Tucson International Mariachi Conference's
diverse sponsorship portfolio ensures
your brand's impact.***

Sponsorship packages offer..

- Access to concert events, on-site activities, and featured venues.
 - Tailored support to achieve your business goals
 - Creative collaboration to maximize your sponsorship return.

2025 Sponsorship Information

Alfonso Dancil (520) 488-8103 or alfonsoD74@outlook.com

Patty Ruiz (520) 833-8711 or pruiz@bustosmedia.com

Kathy Wells (520) 838-5501 or kathy.wells@lafrontera.org

Sponsorship Levels

Tucson International Mariachi Conference
April 23-27, 2025

- Tucson Convention Center
 - MSA Annex
- San Augustine Cathedral



- Logo on TIMC signage, Website Sponsor Page & TIMC Student Workbook
- Stage acknowledgement at El Mariachi Canta Vocal Competition-Wed. April 23, 2025
- Stage acknowledgement at Student Showcase Concert-Thurs. April 24, 2025
- Stage acknowledgment at Espectacular Concert-Fri. April 25, 2025
- Stage acknowledgement at Garibaldi Festival-Sat. April 26, 2025
- Student Showcase Concert & Espectacular Concert tickets

Premier
Partner
\$25,000

PLATINUM - \$10,000

MEDIA

- Rotating display ad with link on TIMC home page
- Company logo on TIMC signage
- Company logo on TIMC Sponsor page
- Company logo in student workbooks
- Company banner displayed at Student Showcase Concert, Espectacular Concert (provided by sponsor)
- Stage acknowledgment at Showcase Concert (six stage mentions)
- Company handouts in student workshop gift bags (provided by sponsor)
- Student Showcase Concert & Espectacular Concert tickets

GOLD - \$5,000

MEDIA

- Rotating display ad with link on TIMC home page
- Company logo on TIMC signage
- Company logo on TIMC Sponsor page
- Company logo in student workbooks
- Company banner displayed at Student Showcase Concert (provided by sponsor)
- Stage acknowledgment at Showcase Concert (four stage mentions per event)
- Company handouts in student workshop gift bags (provided by sponsor)
- Student Showcase Concert & Espectacular Concert tickets

SILVER - \$2,500

MEDIA

- Company logo on TIMC signage
- Company logo on TIMC Sponsor page
- Company logo in student workbooks
- Stage acknowledgment at Showcase Concert (two stage mentions per event)
- Company handouts in student workshop gift bags (provided by sponsor)
- Student Showcase Concert & Espectacular Concert tickets

LET US CUSTOMIZE A SPONSORSHIP PLAN FOR YOU...

Sponsorships customized to your budget and needs.
No budget too small.

In-kind sponsorship customized based on amount of donation.

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Sponsorship Form

Tucson International Mariachi Conference
April 23-27, 2025

- Tucson Convention Center
- MSA Annex
- San Augustine Cathedral



Sponsorships must be received by March 28, 2025 to be included in all media and marketing material

Yes!

I will support the ongoing education, heritage, culture, and art of mariachi music

You must pay for your 2025 Mariachi Conference Sponsorship online at

www.tucsonmariachi.org/become-a-sponsor



Sponsorships Information & Payment

Organization Name _____

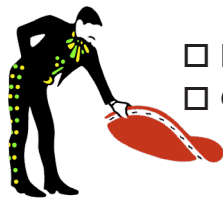
Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____



Premier.....\$25,000

Platinum.....\$10,000 Silver.....\$ 2,500

Gold.....\$ 5,000 Other.....\$ _____

Payment Method

Check # _____ in the amount of \$ _____

Please make checks payable to La Frontera Center

Credit Card # _____ in the amount of \$ _____

Visa MasterCard

Cardholder Name _____

Expiration Date _____ Security Code _____

Please return completed form and payment to
La Frontera/TIMC • 504 West 29th Street • Tucson, AZ 85713