



MAGIC TOWN MUSIC FESTIVAL



SPONSORSHIP BRIEF

FEEL THE MAGIC!

Dear Friends,

It's ON! Time to make magic happen again! The fifth annual (and final) Magic Town Music Festival takes place during the second week of March 2018, including several special events, and an amazing March 8th VIP Kick-Off party at the fabulous home of Wesley Gleason and Jim Castro in San Miguel de Allende: where it all began. Festival Day is Saturday March 10th. Details for all events will be published as they are confirmed.

Magic Town Music Festival continues the collaboration with musicians and performers from both sides of the border in the spirit of international fellowship, respect and trust. From this little part of Planet Earth, we can all show that our cultures can work together and do great things!

We join forces in the UNESCO World Heritage, 475-year-old Spanish Colonial town of San Miguel de Allende, Mexico, known as "el Corazon de Mexico." Working with Texas-based **Love Life Foundation**, the event will benefit children in Mexico through the invaluable charitable organization **Centro Infantil de los Angeles**. We continue to work with these wonderful people throughout the year because they exist solely on donations from generous people like you! As they receive no governmental support, our mission is to give the funds needed to provide these children a happy and secure start in life.

This opportunity artfully blends the beauty of Mexico, spectacular music, and the joy of giving. It still seems like magic every time I think how your love and generosity has touched our hearts over the years that the Magic Town Music Festival has been in existence. People from Mexico, the United States and Canada (ALL OF US AMERICANS) have shown how we can work together in the spirit of "UNIDOS EN AMISTAD"!

We could not provide any of this without help of our all-volunteer committee, our benevolent sponsors, and big-hearted musicians. With your kind support and generous contributions, we can all make a significant difference in the lives of so many children and their families. The following pages will give you an idea on how YOU can help.

Please, won't you consider joining us for this year's festival and our goal of breaking records for money raised for this important cause? Let's "Feel the Magic!"

Thank You!

Carrie Cameron
Magic Town Music Festival Chair
February, 2018



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EVENT PROMOTIONS & BENEFITS

The Magic Town Music Festival aggressively promotes throughout the San Miguel de Allende community and targeted markets within Mexico & the United States.

As a sponsor, thousands engage with your brand during the event and preceding promotion- highlighting your company's commitment to the families of San Miguel de Allende served through the Love Life Foundation and Centro Infantil, the beneficiaries of the Festival.

The Magic Town Music Festival guarantees a captive, receptive audience and associates your products and services with a community of charitable, informed and socially- committed brands and individuals in a fun and entertaining environment.

Cause-related marketing provides companies a competitive advantage and has proven results. Magic Town Music Festival drives consumers to the products and services of our sponsors through:

- Promotion and marketing before and during the event
- Printed programs for the event
- Posters located in high visibility and foot-traffic areas in Querétaro, León and Mexico City
- Flyers distributed at your sponsor booth
- Banners at the event
- Web exposure and links to your business website
- Newspapers, magazines and radio advertising

BECOME A SPONSOR

Generate business while changing lives! Your sponsorship nurtures children and serves the needs of the less fortunate.

DEADLINE FOR RECEIPT OF HIGH RESOLUTION LOGO FOR T-SHIRTS AND POSTERS IS: SATURDAY, FEBRUARY 24, 2018!

To become a sponsor or to make a cash or in-kind donation, please complete the appropriate form attached.

THANK YOU SO MUCH !!!



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SPONSORSHIP OPPORTUNITIES

ROCKSTAR-\$5,000/\$90,000 MXN

Six (6) VIP Kick-Off Party passes for Thursday night, March 8th in Centro
Six (6) VIP Area Festival passes, Saturday, March 10th at Plaza San Arvino ("the Goose")
Placement of your logo on all printed materials: advertisements, posters, programs, etc.
Logo on the Festival stage
Booth at "the Goose" Festival Venue
Full page ad in the "Atención", San Miguel's bilingual newspaper
Introduction on stage at the Festival, press conferences, etc.
Meet & Greet with musicians and performers
Inclusion in social media marketing promotions
Logo prominently presented on back of Festival t-shirts
Package of Festival Memorabilia including autographed merchandise from our musicians

HARMONY-\$2,500 USD/\$45,000 MXN

Four (4) VIP Kick-Off Party passes for Thursday night, March 8th in Centro
Four (4) VIP Area Festival passes, Saturday, March 10th at Plaza San Arvino ("the Goose")
Placement of your logo on all printed materials: advertisements, posters, programs, etc.
Meet & Greet with musicians and performers
Inclusion in social media marketing promotions
Logo prominently presented on back of Festival t-shirts

MELODY-\$1,500 USD/\$27,000 MXN

Four (4) VIP Kick-Off Party passes for Thursday night, March 8th in Centro
Four (4) General Admission Festival passes, Saturday, March 10th at Plaza San Arvino
Placement of your logo on all printed materials: advertisements, posters, programs, etc.
Inclusion in social media marketing promotions
Logo displayed presented on back of Festival t-shirts

CADENCE-\$500 USD/\$9,000 MXN

Two (2) VIP Kick-Off Party passes for Thursday night, March 8th in Centro
Two (2) General Admission Festival passes, Saturday, March 10th at Plaza San Arvino
Inclusion in social media marketing promotions
Name recognition on all printed materials: advertisements, posters, programs, t-shirts, etc.

THANK YOU SO MUCH !!!



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SPONSORSHIP BRIEF

PAYMENT OF SPONSORSHIP OR DONATION BY CHECK

PLEASE REVIEW THE FOLLOWING TO AVOID PROBLEMS WITH PROCESSING YOUR CHECK:

IN UNITED STATES:

MAKE CHECKS OUT TO CENTRO INFANTIL SAN PABLO, INC.
MEMO: **MAGIC TOWN MUSIC FESTIVAL**

MAIL TO:

CENTRO INFANTIL SAN PABLO, INC.
PMB -141A
220 NORTH ZAPATA HIGHWAY, SUITE 11
LAREDO, TX 78043
OUTSIDE OF ENVELOPE (IMPORTANT!), PLEASE WRITE: MTMF DONATION

IN MEXICO:

MAKE CHECKS OUT TO: CENTRO INFANTIL SAN PABLO, INC.
MEMO: **MAGIC TOWN MUSIC FESTIVAL**

MAIL TO:

ENRIQUE VELASCO IBARRA #9
COLONIA SANTA JULIA
SAN MIGUEL DE ALLENDE, GTO 37734

OR

DROP CHECKS OFF AT:

GALERIA BUENA VIDA (OPEN: 11AM-5PM EXCEPT SUNDAYS & TUESDAYS)
ALDAMA 42, CENTRO
SAN MIGUEL DE ALLENDE

FOR QUESTIONS, AND TO NOTIFY US OF YOUR DONATION/REQUEST FOR TAX RECEIPT, CONTACT:

CARRIE CAMERON
415 152 4990 (GALLERY)
415 124 4697 (MEXICAN CELL)
1 972 989 8573 (U.S. CELL)
CARRIECAMERONART@GMAIL.COM

DISCLOSURE: The LOVE LIFE FOUNDATION & CENTRO INFANTIL DE LOS ANGELES ARE (INDIVIDUALLY) SECTION 501 (C) (3) charitable organizations. The amount of contribution that may be deducted for federal income tax purposes is the value contributed by the donor over the value of goods and/or services received. Contact your tax advisor for more information.

THANK YOU SO MUCH!!!



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CASH & IN-KIND DONATIONS FORM

INDIVIDUAL DONOR/ COMPANY NAME:

DONOR EMAIL ADDRESS:

DONOR PHONE NUMBER:

DONOR WEBSITE AND/OR FACEBOOK PAGE:

CASH DONATION AMOUNT:

\$ _____ MXN OR \$ _____ USD

DESCRIPTION OF DONATED ITEM(S):

VALUE OF DONATED ITEM(S):

\$ _____ MXN OR \$ _____ USD

TAX RECEIPT REQUESTED: YES NO

DONATION RECEIVED BY: _____

RESTRICTION ON ITEM (ie: EXPIRATION DATE) IF ANY:

DONOR SIGNATURE: _____

DATE: _____

DEADLINE FOR RECEIPT OF AUCTION ITEMS OR CERTIFICATES IS
MARCH 4TH, 2018

THANK YOU SO MUCH !!!

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