

2019 SPONSORSHIP REQUEST PACKAGE

306 Pecan Street & SW Adams

Warehouse District

Peoria, IL 61602



January 4, 2019

Dear Sir or Madam,

I'm writing to invite your company to become a sponsor for TIANGUIS Mexican Outdoor Market 2018. On Saturday, June 1, 2019, we will open our doors for the third summer season.

TIANGUIS Mexican Outdoor Market is the longest-running, Hispanic-themed event targeting the bilingual, Hispanic community in Central Illinois. Our goal is not only to provide shoppers with an opportunity to find great deals but most importantly place vendors and sponsors with their products and services in front of the hard-to-reach Hispanic community in a fun, family-friendly atmosphere. This year we plan to welcome a diverse crowd of over 10,000 shoppers throughout the entire market season.

By joining us in this unique sponsorship opportunity, it will help your business gain visibility and trust of this fast growing demographic. Following, you will find a sponsorship proposal outlining the benefits you will receive should you decide to become a part of this exciting event. We hope you consider becoming a partner to make this a huge success not only for your business but for Central Illinois and its Hispanic community as well. I will follow up with a phone call to answer any questions or concerns you may have. Thank you for your time and consideration, it is greatly appreciated.

Sincerely,

Maria D. Galindo
Founder, Tianguis Peoria, LLC
TIANGUIS Mexican Outdoor Market
info@tianguis-peoria.com
www.tianguis-peoria.com
(309) 657-7909

TIANGUIS Mexican Outdoor Market / 306 Pecan Street & SW Adams / Warehouse District / Peoria, IL 61



Market Facts

Duration: Every Saturday, June 1- September 28, 2019. (A total of 18 weeks)

Time: 10 am - 2 pm

Location: Casa de Arte Building side parking lot

(Warehouse District) 306 Pecan & SW Adams

Peoria, IL 61602

Space Details: Approximately 9,000 sq. ft., paved area with exposure to Adams St. (high traffic) Space for up to

40 (10'x10') booths. Weekly rentals start at \$25.

Vendors: Any non-profit or for-profit entity offering products or services especially interested in doing

business with Central Illinois' Hispanic/Spanish-speaking community.

Attendance: We will expect between 400-600 visitors each weekend from all over Central Illinois. Over

10,000 shoppers throughout the season.

Highlights: Our "street" tacos have been raved about to be the best in Peoria!

Origin: The word tianguis is of indigenous origin and a tradition that dates back to the time of the

Aztecs. Known throughout Mexico as a weekly open-air market, merchants would travel from town to town and pop-up business on a given day of the week. A tianguis can now be found throughout cities across Mexico, the US and now Peoria! The organizers are bilingual, first

generation Americans of Mexican descent.

Promotional Plan

- *Our goal is to attract guests ages 25-65 from all over Central Illinois however we are particularly interested in targeting the hard-to-reach Hispanic, bilingual market. Here is the population figures according to the 2010 Census: Peoria: 5,700; Bloomington: 4,300; Galesburg: 2,200; Moline: 6,700; Champaign: 5,010.
- * Press interviews with tv, radio, newspaper, and local publications.
- * Paid advertisements in radio and newspapers as well as social media platforms: Facebook (1,500+ likes), Instagram (180+ followers), and SnapChat & Twitter accounts to be created.
- *100 posters delivered to Peoria area businesses and other Central Illinois locations.
- *100 yard signs throughout the Peoria area.
- *2,000 flyers distributed to guests throughout the entire market season.
- *On-site signage in the warehouse district during the entire market season.



*We will be joining VisitPeoria.com for valuable marketing opportunities.

2019 Sponsorship Opportunities

Guaranteed Benefits	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000	Presenting \$10,000
Name and logo with link on the market website	X	X	X	X	X
Name and logo on the event banner on stage	X	X	X	X	X
Name and logo on event t-shirt		X	X	X	X
Opening Day Promotional Booth		X	X	X	X
Closing Day Promotional Booth		Х	X	X	X
Company will be mentioned from stage each market day			X	X	X
One (1) sitting bench with company name and logo				X	X
Industry Category Exclusivity				Х	X
Opportunity to provide one (1) large, highly visible banner to display on property throughout entire season				X	X
Willing to accommodate your needs based on your organization's mission, budget, and goals					X
Opportunity to provide three (3) large, highly visible banners to display on property throughout entire season					X
A prominently placed promotional booth space (10' \times 10') for the entire season to recruit, engage, and inform shoppers					X
Opportunity to make welcoming speech at Opening Day, Closing Day, Hispanic Heritage Month Celebration and on any other dates as requested					X
Live hashtag links on social media posts where possible.					X
Name and logo listed as presenting sponsor on all marketing materials including, but not limited to, flyers, banners, posters, radio, and newspaper ads.					X

^{**}Customized sponsorship packages can be created to meet your organizational needs, budget, and goals.



Agreement

TIANGUIS PEORIA, LLC, the organizers of TIANGUIS Mexican Outdoor Market, agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the organizer and Casa De Arte (venue) it's from losses, damages, or injuries.

Sponsor Information

Contact Person:		
Company Name:		
Address:		
City: Zip: State: Zip:		
Phone: () Email:		Company Website:
Facebook Page:		
Instagram Profile:	Hashtags:	
Twitter Handle: SnapChat Username:	:	
Please check one:		
[] Bronze Level - \$500 [] Silver Level - \$1,000 [] Gold Level - \$. \$10,000 Credit Card Information	2,500 [] Platinum Level - \$5,000 []	Presenting Sponsor -
Print Name of Card Holder		Authorized
Signature for Sponsor:	Date:	
Credit Card #	Exp. Date	
[] VISA [] MC [] Discover [] AMEX [] Other:		
Or make check payable to: TIANGUIS PEORIA, LLC -4314 W. Ro	ckwell Dr. Peoria, IL 61615	
Questions? Contact: Maria D. Galindo, Organizer, (309) 657-79	909 or info@tianguis-peoria.com	

^{**}Sponsors please return this form to TIANGUIS PEORIA, LLC - organizers of TIANGUIS Mexican Outdoor Market.



Moments from 2017 Season







Moments from 2018 Season



