

“Festival Navideño en la Calle Los Ángeles”

Saturday & Sunday December 1st & 2nd 2018

12:00 pm to 10:00 pm



1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017

2018

Your Sponsorship Opportunities

Our Goal...



* Is to invite the community to come together in unity during the holidays, bringing awareness and increasing community spirit to the Los Angeles area by introducing products and services to the expanding Latin market.

* But most of all, inspiring and benefiting the children of our community with toys and much needed smiles for this joyous holiday.

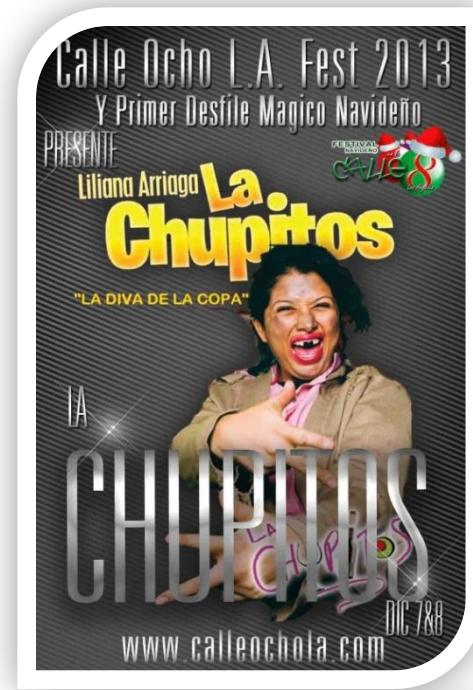


TV. Broadcast Talent (2013)



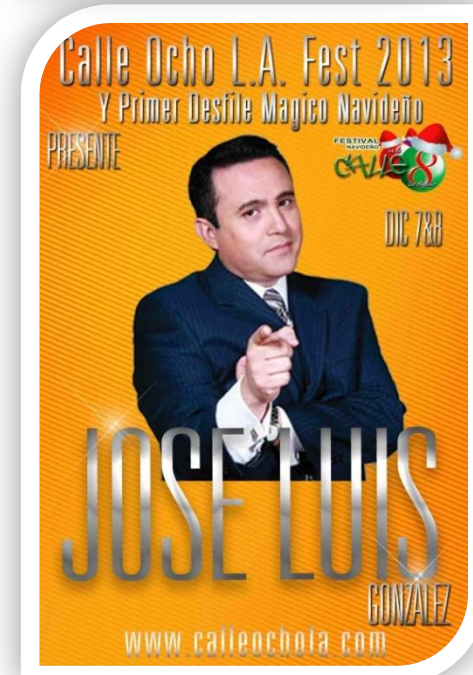
Liliana Arriaga “La Chupitos”

From her humble origins and early age, Liliana Arriaga always liked to entertain, and make her friends and family laugh with her jokes. Liliana Arriaga, is a comedian who has made this funny character better known as " La Chupitos ". She is known not only in her native Mexico , but also in Latin America and in the United States. Although Liliana, has a degree in Business Administration, her heart was always on the show and comedy since 1995, when she participated in a local show in Mexico City , organized by Fernando Arau . The show was " Riatatan “, Liliana won first place where the public identified her with the character name of " La Chupitos ” from her starting career in Mexico. The character was inspired by a family member of Liliana, in which the character quickly took a very special place in the hearts of the public. This was the beginning of a phenomenon that took everyone by surprise, since her first performances in 1997 in the famous show "Siempre en Domingo" , where she received standing ovations at the show of Raul Velazco, who greatly praised the merit of her character " La Chupitos " . Now with over 15 years of travel in the cities of Mexico and the United States, the evolution of the character " La Chupitos " continues. Liliana writes her own materials and produces the shows at the same time, managing the tasks of being mom and wife at the care of her three children..



Jose Luis Gonzalez

"José Luis Sin Censura" is a television show led by José Luis González, who is a popular television personality created and hosted by the television programs "Quien Tiene La Razon " and “La Corte de Familia”. José Luís has produced more than a million episodes in his career. His shows are based on emotional issues from real life. José Luís faces everyday problems in a straightforward way and tries to exploit them to his public from the emotions and situations of his guests and their real life experiences.





TVC+LATINO
Sponsor 2012

TVC Networks

TVC+ Latino is a new entertainment network that offers the best of Hispanic television in one modern and exciting international television channel. TVC+ Latino offers the best Spanish content, with programs to all audiences including talk shows, sports, movies, news, music, and much more. TVC+ Latino makes its viewers "Feel at Home".

We selected the best quality programming from each of the TVC Network channels in Mexico and combine it with our own U.S. produced shows. This makes TVC+ Latino the strongest 24 hours a day cable channel delivering content that is truly relevant to the everyday lives of U.S. Hispanics.

Cable Distribution: Mediacom, AT&T, Verizon

Highlights:

- *TVC+ Latino is proud to be the #1 cable bringing high quality content from Mexico to U.S Hispanic viewers.*
- *TVC+ Latino is based in California and produces some of its programs in the United States. Some of these programs include Hollywood Life, which features interviews, music, and the most current Hollywood news. It appeals to viewers with an eye on entertainment news.*
- *TVC+ Latino also transmits games from the second professional level of the soccer Mexican League, Liga de Ascenso.*



COVERAGE

City	Channel	Affiliates
Los Angeles	8	KFLA
Los Angeles	27	AT&T U-Verse
Los Angeles	487	Verizon FIOS
New York	23	WDVB
New York	477	Verizon FIOS
Dallas	44	KLEG
San Diego/Tijuana	50	KSDY
Philadelphia	7	WWJT
Las Vegas	47	KGNG
Sun City/ Menifee	3	Mediacom

Attracts tens of thousands of guests to the largest Latino Christmas Festival in Los Angeles.



Festival Navideño en La Calle Ocho...

- Media Coverage (TV, Radio & Newspaper)
- Thousands of Attendees
- Strategic Exhibit Designs and corners
- Advertising during the Event
- 10 Blocks of Entertainment
- Top Billboard Musical Performers
- Great Taste of Latino & Mexican Food
- Free Admission To All

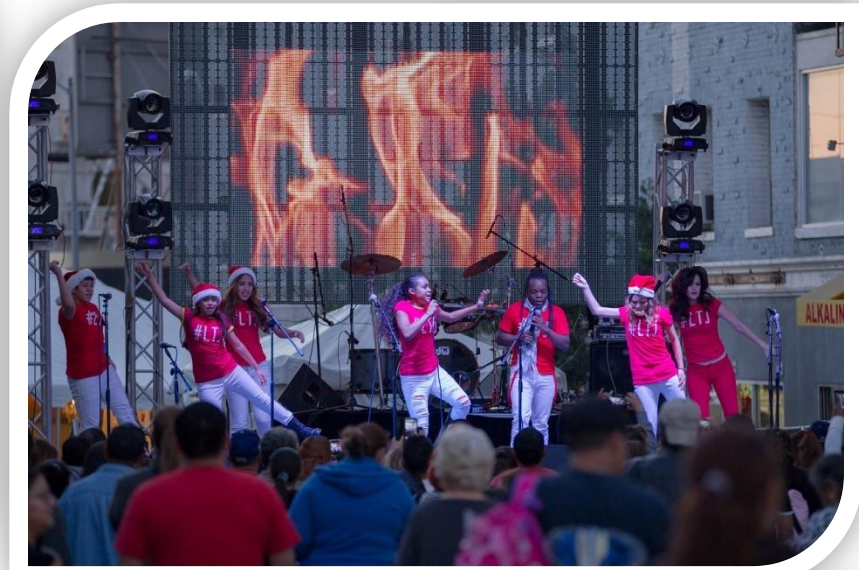




Special Invitation

Festival Navideño Calle Ocho L.A.

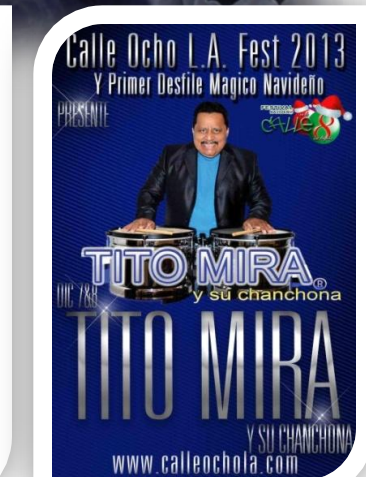
18th Annual Christmas Festival



Your Logo will be publicated on our Jumbotron during the event both days!



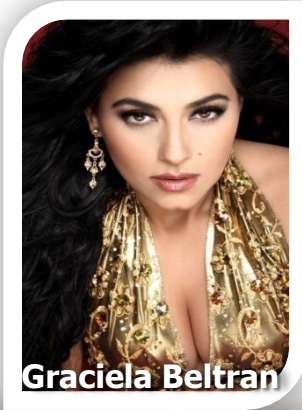
Past Performers



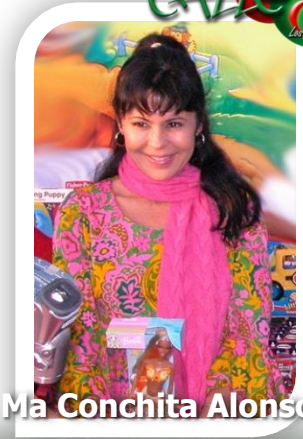
Past Performers



Rogelio Martinez



Graciela Beltran



Ma Conchita Alonso



Beatriz Adriana

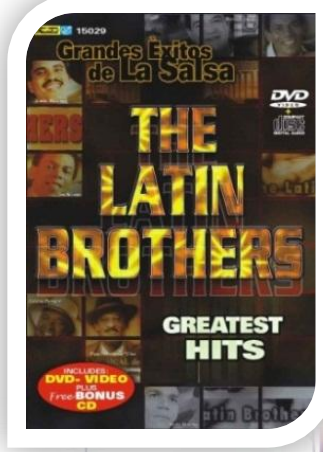


Carmen Jara

Past Performers



Los Incomparables de Tijuana



Tito Puente Jr.



Omar Fierro



Pedro Infante Jr.

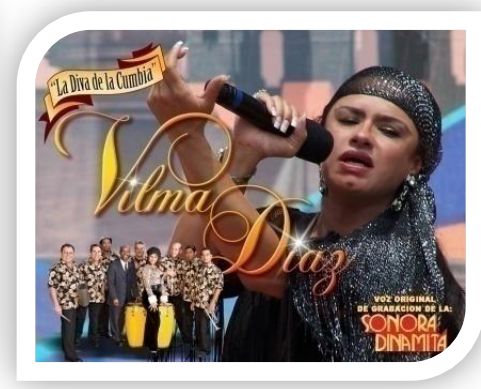


Coby Jones



Pedro Rivera

Past Performers





Little Elf Package :

(Local Merchants from 8th St Only)

\$2,500



- One (1) 10' x 10' booth
- One (1) 1.5 ' x 10 ' banner place on top of booth (provided by sponsor)
- One (1) 3' x 6 table with tablecloth
- Two (2) chairs
- Models and hosts (provided by sponsor)

* Schedule of media promotions will be sent the last week of October



Reindeer Package: **\$5,000**

- Exhibitor name announced by MC one (1) time during the event
- One (1) 1.5' X 10' banner on top of booth (provided by sponsor)
- One (1) 10' X 10' booth
- One (1) 3' X 6' tables with tablecloth
- Two (2) chairs
- Models and hosts (provided by sponsor)
- One (1) VIP tickets (backstage)
- Sponsor logo on www.calleochola.com for 1 year



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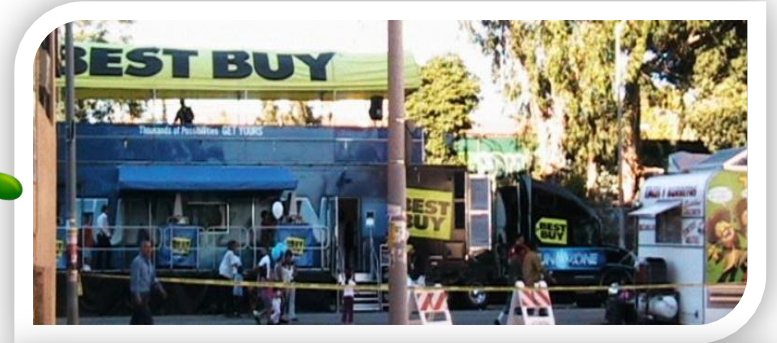
Mrs. Santa Claus: \$10,000



- One (1) 10' x 20' booth
- Sponsor name announced by MC two (2) times during the event
- One (1) 3' x 6' banner strategic locations (provided by sponsor)
- Event poster 28 x 19 circulation 5,000
- Two (2) 3' x 6' tables with tablecloth
- Four (4) chairs
- Two (2) VIP passes (backstage)
- Model and hosts (provided by sponsor)
- Sponsor logo on www.calleochola.com for 1 Year

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Santa Claus: \$20,000



- Two (2) 10' x 20' booth OR One (1) 10' x 40'
- Sponsor announcement by MC six (6) times during event
- Custom logo placed on lower bottom of main stage
- Two (2) 3' x 6' banner (provided by sponsor) special location
- Flyer's, postcard circulation 20,000
- Event poster 28 x 19 circulation 5,000

- Prints, Newspaper, Magazines
- Model and hosts (provided by sponsor)
- Four (4) 3' x 6' tables with tablecloth
- Eight (8) chairs
- Four (4) VIP passes (backstage)
- Sponsor logo on www.calleocho.com for 1 Year
- Corner booth or special location

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Other Options In Sponsorship & Branding: For your Investments



Air Balloons



Tower Graphics



Pole Banners

- Street Pole Banners 30 days only
- Hot, Cold Air Balloons during the event
- Tower Graphics 2 days only
- Musical Band signage 30-60 min.
- TV & Radio Commercials 15, 30 secs



Tower Graphics

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Contact Information

Edgar N. Palacios

President-Founder

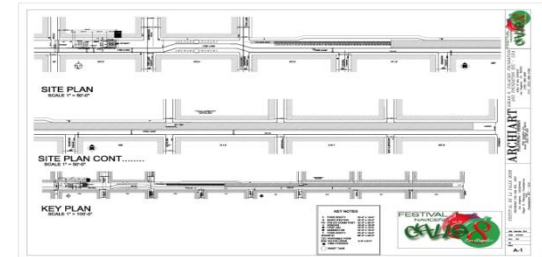
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2018

“The Ultimate L.A. Latino Christmas Festival”

For more information please visit our website at: www.calleohola.com