



INDIO INTERNATIONAL

**Tamale**  
**FESTIVAL**®

2016 INDIO INTERNATIONAL TAMALE FESTIVAL  
SPONSORSHIP PACKAGE



## INDIO, CALIFORNIA – RIVERSIDE COUNTY

December 3 – 4, 2016

Saturday & Sunday 10:00am – 6:00pm

ATTENDANCE – 160,000+



-  25<sup>th</sup> Annual Free Event
-  Five Stages of Live Entertainment
-  Carnival Rides and Games
-  Tamale Eating and Tamale Judging Contests
-  Art and Wine Garden
-  Parade and Kids Zone
-  Over 70 Tamale Vendors



*Easy Access  
From  
Interstate 10*





## WELCOME TO THE TAMALES FESTIVAL




For the last 24 years, families and travelers unite from around the world to experience the tastes and flavors of Mexico, surrounding regions and local Indio fare.



The Tamale Festival is a unique multi-cultural event that is the ultimate foodie attraction complete with a diverse blend of activities for every demographic. Family-friendly fun and wine tasting too! It is the perfect opportunity to engage the Total Market consumer over a two-day period.

### FOOD NETWORK: “One of the Nation’s Top Ten Food Festivals”

#### FESTIVAL DEMOGRAPHICS:

-  Multi-Cultural
-  All Ages
-  65% Hispanic Families



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## SPONSOR PACKAGES



### *PLATINUM PACKAGE*

Promotional Television and Radio Tags  
Included in Social Media Campaign  
Logo on Five, Live Entertainment Stage Banners  
Daily Stage Announcements  
Participation in Festival Parade (Optional)  
Three Hotel Rooms, Two Nights (2-Queen Beds)  
PREMIUM Location, 20x20 Booth Area



### *GOLD PACKAGE:*

Promotional Television and Radio Tags  
Included in Social Media Campaign  
Logo on Five, Live Entertainment Stage Banners  
Daily Stage Announcements  
PREMIUM Location, 10x20 Booth Area



### *SILVER PACKAGE:*

Logo on Five, Live Entertainment Stage Banners  
Daily Stage Announcements  
PREMIUM Location, 10x10 Booth Area

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