

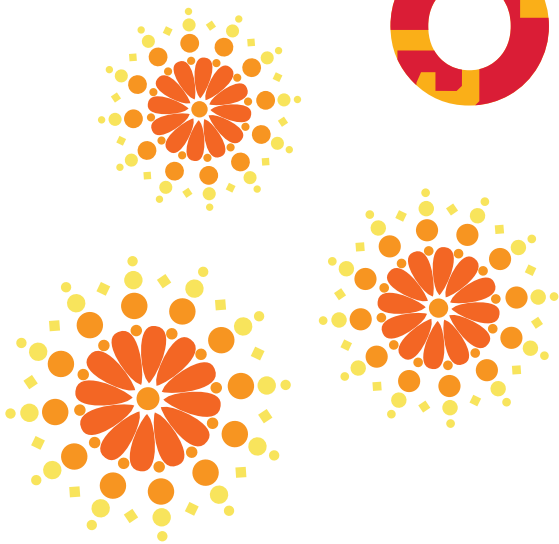


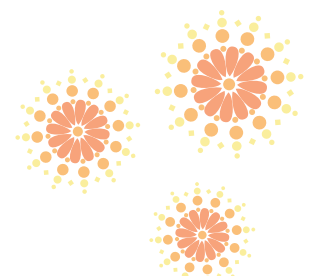
México Fest

experience mexico in vancouver
september 9 - 14, 2011

featuring the magic state of

Oaxaca





GENERAL OVERVIEW

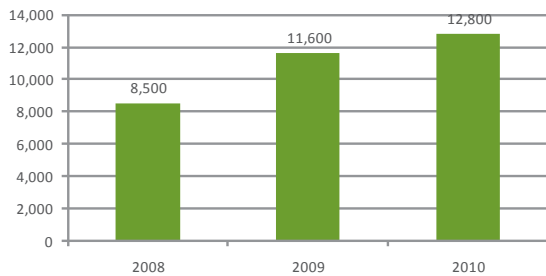
The Consulate General of Mexico together with the CCIME Western Canada, as well as several Mexican community organizations, and business associations would like to invite you to be part of our Mexican celebration by sponsoring the “Mexico Fest 2011” multidimensional event in Vancouver.

Mexico Fest 2011 will be a week of cultural activities, starting on September 9th and finishing on September 14th, featuring the magical state of Oaxaca. The activities will be announced on local TV, Radio and Newspapers, both in English and Spanish. It will be a unique exposure opportunity as it will be displayed on the Mexican Consulate's website.

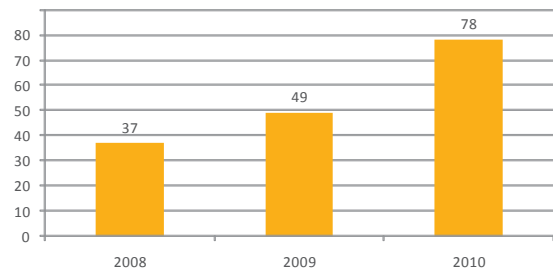
Last year, Mexico Fest 2010's activities were featured on local English and Spanish TV, radio and newspapers. Also, for the first time, publicized in a Chinese language publication. More than 15,000 people enjoyed the festivities, and this year, we expect to reach approximately more than 200,000 with our advertising campaign.

For more details, please visit www.mexicofest.ca

Mexico Fest's Attendees

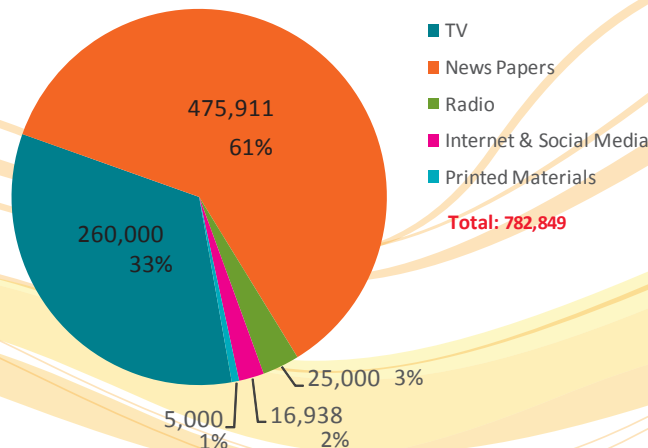


Participating Businesses



Media Exposure 2010

Viewers





MéxicoFest

september 9 - 14, 2011



PROGRAM

Friday, Sept 9th	Independencia Gala Dinner <i>Fairmont Hotel Vancouver</i>
Saturday, Sept 10th	Fiesta Mexico Independence 2011 <i>Thurlow Plaza, New Convention Centre</i> <p>The "Independence Fiesta" is one of the most important events during Mexico Fest Week. It will be held on Saturday, September 10th in Thurlow Plaza at the new Convention Centre in downtown Vancouver. This will be a memorable event where the multicultural Vancouverite community will enjoy Mexican food, music and dance. There will be activities for all family members, including children. The entrance to the public is free.</p>
Sunday, Sept 11th	Mexican Cinema <i>Vancouver Latin American Film Festival, Empire Granville 7 Cinemas</i>
Wednesday, Sept 14th	Golf Tournament <i>Richmond Country Club</i>
Monday – Sunday, Sept 9th – 14th	Week of Oaxacan Cuisine <i>Mexican Restaurants</i>

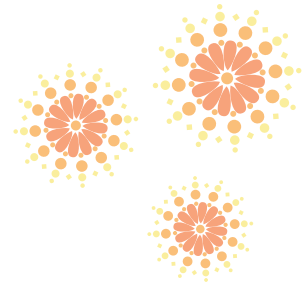
FESTIVAL OVERVIEW

Dates:	September 9th to 14th, 2011
Venues:	Richmond Country Club, Fairmont Hotel Vancouver, Thurlow Plaza at the new Convention Centre, Empire Granville 7 Cinemas, various Mexican Restaurants..
Events:	Golf Tournament, Gala Dinner, Independence Fiesta, Mexican Film Festival, and Oaxacan Cuisine.

Expected Attendance: + 15,000
Mexico Fest 2011 Program Guide: 3,000
Mexico Fest 2011 Posters: 2,500
Mexico Fest 2011 Flyers: 5,000
Website: www.mexicofest.ca
Social Media: Twitter, Facebook
Mexico Fest Ads: Newspapers, Radio and TV.



oaxaca



SPONSORSHIP PACKAGES

1. Diamond Sponsor (CAD \$10,000)

- Recognition as TITLE sponsor in promotional materials
- Public recognition and speech opportunity at the Independence Fiesta event.
- 4 VIP player invitations for the Golf Tournament
- 4 VIP tickets for Gala Dinner
- 4 VIP tickets for Mexican Film Festival
- Full page color ad in Mexico Fest Program Guide
- Logo on poster
- Logo in the Mexico Fest Program Guide
- Logo on banners of the event
- Logo on Website (www.mexicofest.ca) with link to your website
- One table at the Independence Fiesta
- Acknowledgment throughout the Festival
- Announcements during the event

2. Platinum Sponsor (\$5,000)

- Recognition as PLATINUM Sponsor in promotional materials
- 2 VIP player invitations for the Golf Tournament
- 2 VIP tickets for Gala Dinner
- 4 VIP tickets for Mexican Film Festival
- Full page color ad in the Mexico Fest Program Guide
- Logo on poster
- Logo in the Mexico Fest Program Guide
- Logo on banners of the event
- Logo on Website (www.mexicofest.ca) with link to your website
- One table at the Independence Fiesta
- Announcements during the event

3. Gold Sponsor (\$2,500)

- Recognition as GOLD sponsor in promotional materials
- 2 VIP player invitations for the Golf Tournament
- 2 VIP tickets for Gala Dinner
- 2 VIP tickets for Mexican Film Festival
- One B/W half page ad in the Mexico Fest Program Guide
- Logo printed on poster
- Logo in the Mexico Fest Program Guide
- Logo on Website (www.mexicofest.ca) with link to your website
- One table at the Independence Fiesta



4. Silver Sponsor (\$1,500)

- 2 tickets for Gala Dinner
- 2 VIP tickets for Mexican Film Festival
- One B/W ¼ page ad at the Mexican Fest Program Guide
- Logo in the Mexico Fest Program Guide
- Logo on Website (www.mexicofest.ca) with link to your website
- One table at the Independence Fiesta

5. Bronze Sponsor (\$800)

- One B/W ¼ page ad at the Mexican Fest Program Guide
- 2 VIP tickets for Mexican Film Festival
- Logo in the Mexico Fest Program Guide
- Logo on Website (www.mexicofest.ca) with link to your website

ADVERTISING OPPORTUNITIES

Ads in the Mexico Fest Guide + Table at the Independence Fiesta:

1. One Full Page Color ad + 1 table: \$800
2. One Full Page B/W ad + 1 table: \$700
3. One Half Page B/W ad + 1 table: \$500
4. One 1/4 Page B/W ad + 1 table: \$350

Ads in the Mexico Fest Guide:

1. One Full Page Color ad: \$650
2. One Full Page B/W ad: \$550
3. One Half Page B/W ad: \$350
4. One 1/4 Page B/W ad: \$200

Table at the Independence Fiesta:

1. One Table: \$250
2. Half Table: \$125

TO BE PART OF THE MEXICO FEST 2011 PLEASE CONTACT:

Fernando Alvarez

Sponsorship Advisor / Business Affairs
Consulate General of Mexico
Email: falvarez@consulmexvan.com
Tel. 604-684-1859 ext. 3025

Patricia de la Maza

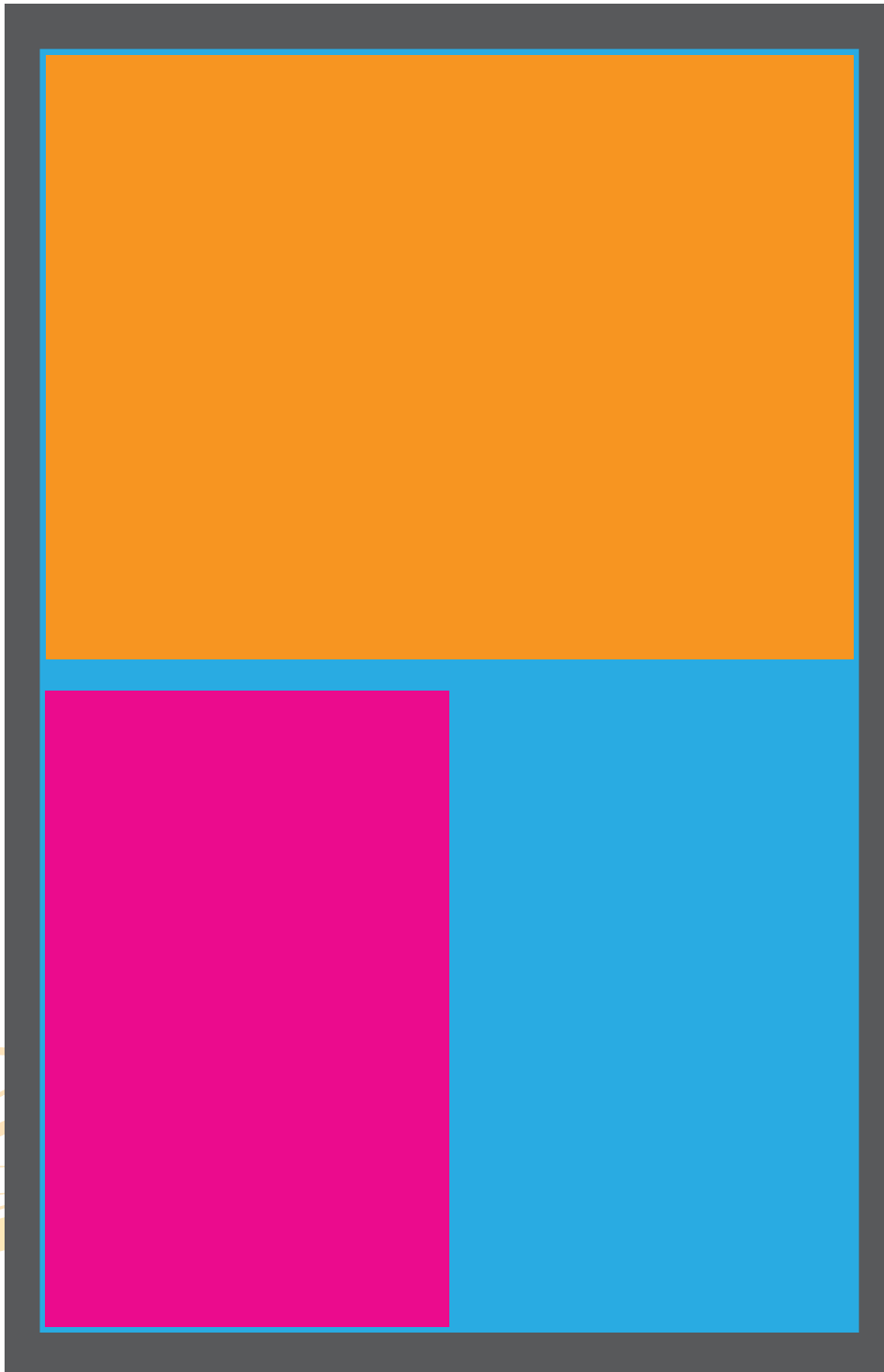
Cultural Affairs
Consulate General of Mexico
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Tel. 604-684-1859 ext. 3020

Tomas Reyes

CCIME Representative 2009-2011,
Western Canada - IME President
"Mexicanos en el Oeste de Canada"
Email: tomasrys@imewest.ca
Tel. 604-762-1096
www.imewest.ca



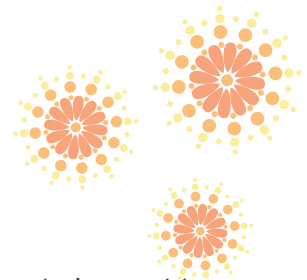
ADVERTISING OPPORTUNITIES - AD MEASUREMENTS



Full Page
5 in x 8 in

Half Page
5 in x 4 in

Quarter Page
2.5 in x 4 in



SPONSOR INFORMATION FORM

Thank you for your support! To ensure maximum exposure, we request all the information to be sent to The General Consulate of Mexico.

Please send all your material and logos to be published in the Mexico Fest 2011 Guide to: lduenas@consulmexvan.com in the following formats: TIFF, JPG, PDF, and EPS.

All designs CMYK and minimum 300dpi.

Company Information:

Name: _____
Address: _____
Telephone: _____ Fax: _____
Email: _____ Website: _____

Contact Information:

Name: _____ Position: _____
Direct Line: _____ Cellular: _____
Email: _____

Sponsorship Level Selected: _____
Signature: _____

Please make check payable to
"Mexicanos en el Oeste de Canada"

and please send your check to:

**Consulate General of Mexico
#411 – 1177 West Hastings Street
Vancouver, BC, V6E 2K3
Attn: Fernando Alvarez**