

Oct. 20-Nov. 5, 2023

SOUTHERN CALIFORNIA EVENT

## 2023 Event sponsorship package



A family tradition.

### ABOUT THE 43RD ANNUAL FALL FAIR

Largest Fall Festival in Los Angeles County. Unlimited carnival rides, games, live entertainment, food court, local artisans, and more. Over 18,000 fair goers attend. FREE PARKING!

### LOCATION

La Prada is a 12-acre Special Event Plaza in South El Monte, located at the corner of the 60 (Pomona) Frwy. and Rosemead Blvd., with daily traffic of 320,000 cars passing-by.

### DEMOGRAPHICS

Predominantly Latino families, ages 6-66, working class families, 2nd and 3rd generation fair goers. Large crowds of middle class hispanic families.

### PAST MEDIA COVERAGE AND ASSOCIATION

Que Buena Radio, La Ranchera Radio, La Opinion, Channel 62 TV, LaGuia Spanish TV Guide, Official Website, Flyers, Advertisements, Magazines, Social Media, 60 Freeway, ENewsletters, Listings and Cable TV.

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## SPONSORSHIP OPPORTUNITIES

Title Sponsor	\$10,000
Stage	\$3,500
Auto per car/day	\$1,000
Sampling per day	\$1,000
Associate Sponsor	\$2,000

### SPONSORS RECEIVE:

- Prime Location
- 10x10 Canopy, w/sidewall, electricity, tables & chairs (larger space is available)
- Company Name Recognition from Main Stage/Stage Banner
- Onsite & Social Media Recognition
- Logo on Official Promo Video
- POP Display Opportunities
- Logo/AD on Official Website WebsiteLAFallFair.com

CUSTOM SPONSORSHIP  
PACKAGES ARE AVAILABLE.



EMAIL: [SPONSORS@LAFALLFAIR.COM](mailto:SPONSORS@LAFALLFAIR.COM)

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