

April 1-17, 2022  
SOUTHERN CALIFORNIA EVENT

## 2022 Event sponsorship package



**A family tradition.**

### ABOUT THE 41ST ANNUAL SPRING FAIR

Largest Easter Community Fair in Los Angeles County. Unlimited carnival rides, games, live entertainment, food court, exhibits, local artisans, free photo with the Easter Bunny and more. Over 25,000 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 (60%) Latino families, ages 6-66, working class families, 2nd and 3rd generation fair goers.

### 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.



## SPONSORSHIP OPPORTUNITIES

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

### SPONSORS RECEIVE:

- Prime Location
- 10x10 Canopy, w/sidewall, tables & chairs
- Name on Main Stage Banner
- Name and logo on Print Media and Press Releases
- Company Name Recognition from the Main Stage
- Logo on select TV Commercials
- Logo on Official Website LASpringFair.com

**CUSTOM SPONSORSHIP PACKAGES ARE AVAILABLE.**



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Entertainment

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