

April 7-23, 2023

SOUTHERN CALIFORNIA EVENT

2023 Event sponsorship package



A family tradition.

ABOUT THE 43RD 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.

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Entertainment



SPONSORSHIP OPPORTUNITIES

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

SPONSOR LEVELS CAN INCLUDE:

- 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 on Official Website LASpringFair.com

**CUSTOM SPONSORSHIP
PACKAGES ARE AVAILABLE.**



EMAIL: SPONSORS@LASPRINGFAIR.COM

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