



# ADVERTISING OPPORTUNITIES

The Flamenco Arts Festival (FAF) offers unique advertising opportunities for businesses, big and small, to enhance their presence and strengthen ties to the Hispanic community. You can choose any one of the following advertising options or you can choose more than one and save money. Please call the FAF to discuss your options.

*Important: Due to production and delivery timelines, the deadline for commitment to these advertising opportunities is March 1, 2019. The FAF will be responsible for art design and production.*

## ❖ \$1,500 each | T-SHIRTS

### **Adult T-Shirts (Exclusive)**

The popular Festival t-shirt will have a 20th anniversary design on the front and your company logo displayed on the backside and will be sold at Festival events.

### **Children T-Shirts (Exclusive)**

This new t-shirt will have a 20<sup>th</sup> anniversary design on the front and your company logo displayed on the backside and will be sold at Festival events.

## ❖ \$1,000 | HAND-HELD FANS (Exclusive)

“I’m a fan of the Flamenco Arts Festival” will be written on the paddle fans along with your company logo and distributed at live performances.

CELEBRATING

20  
YEARS

1999 - 2019



## ❖ \$500 | EXPLORE SANTA BARBARA

(Multiple opportunities)

### **Accommodation, Restaurant, or Attraction Advertising (Web Only)**

For one year your listing will be placed on the “Explore Santa Barbara” web page with views from users from all over the world.

This includes:

- A 30-word maximum listing with a 135 x 135 pixel thumbnail image and hyperlink, OR
- A 70-word maximum listing if you offer a special discount package for attendees, and a 135px x 135px thumbnail image and hyperlink.
- The advertiser is responsible for providing the language and image.

## ❖ \$300 | E-NEWSLETTER

(Multiple opportunities or ask about an exclusivity option)

Connect with attendees for months leading up to the Festival from May to December with special recognition given to your company as shown in the sample below and added exposure on Facebook. Approximately 3000 subscribers and friends.

Sample wording for the e-newsletter: This newsletter is made possible by the generous support of Flamenco Bank. Proudly providing generations of individuals and business owners with banking and wealth management services. Learn more at [flamenco.bank](http://flamenco.bank). (30 word max.)

## ❖ \$200 | ON-SCREEN THEATER AD

(Multiple opportunities)

These are static on-screen ads that start approximately 30 minutes before live theater events. Your custom ad will appear on a screen delivering your message to a diverse and captive audience at the opening night and gala performances.



*“As a student, my educational experience has been greatly enriched by attending the Flamenco Arts Festival events ... It is not only educational, but inspirational ... that contributes to the SB heritage and daily life.”*

## Why Flamenco Arts Festival?

### MISSION STATEMENT

The Flamenco Arts Festival mission is to place a spotlight on Hispanic Heritage Month through the presentation of world-class flamenco performances and related arts education programs; promote and preserve the art of Flamenco; make the performing arts accessible to families and children; diversify the performing arts calendar; and build bridges of positive experiences between people.

### NATIONAL HISPANIC HERITAGE MONTH *Sept. 15 - Oct. 15*

Hispanic Heritage Week was initiated in 1968 by President Lyndon Johnson and expanded to a one-month celebration in 1988 by President Ronald Reagan. It is designed to recognize the Hispanic presence in the United States and the contributions they make to enhance the quality of life in America. The Flamenco Arts Festival joyfully joins the nation in celebrating, not only Hispanics, but also the heritage and culture of all Americans, which is freely shared with all who value the richness that comes with diversity.

We welcome ideas for partnerships to support the 20<sup>th</sup> Anniversary Festival events – or to support the organization year round!



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A non-profit 501(c3) arts and education organization



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