

Quinceañera magazine



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Present:

## DMV Quinceañera Expo 2018

20 January, 2018

12:00 pm to 6:00 pm

Julia Bindeman Suburban Center

11810 Falls Road, Potomac, MD 20854

# DMV QUINCEAÑERA EXPO 2018

## ABOUT

The Quinceañera Expo 2018 is about reaching a growing niche of young Latina girls and their families, who are potential clients to multiple services/products for their Quinceañera Celebration.

With a wide range of exhibit opportunities to choose from, show participation is within reach of all businesses, big or small. We offer a variety of participation options and sponsorships.

Based on extensive marketing research done prior to planning this event, and the successful turnout we had in the Quinceañera Expo 2017 (more than 800 attendees), we anticipate no less than 500 attendees this year (being conservative).

We take seriously the idea of investing where matters, and that is why we have strategically created a budget for this event to give you the best return of your investment. The bigger percentage of the budget is destined to significant publicity and marketing!

**Our goal is to be able to immerse your brand in our thriving Quinceañeras community!**

## VISION

By reaching these señoritas during their teenage years, providers of both, products and services have a big chance to make a strong connection that may be revisited later.

It all adds-up to an unprecedented opportunity for marketers to reach this booming population, as well as their families, around one of the biggest events of their young lives.

## FACTS

- According to Univision® market study in 2011, there are 400,000 Quinceañera celebrations each year in the US.
- Blooming like never seen before, they represent a 4 billion dollar industry in the US, and growing at an impressive rate of 20%.
- The average Quinceañera includes over 150 guests, and their celebration lasts 8-10 hours.
- The standard budget in the D.C. Metropolitan Area is over \$15,000. Most of these are middle-class families with good to great consuming potential.

## EXHIBIT WITH US!

### SO, WHAT WOULD YOU LIKE TO SELL TO THEM?

TRAVEL • COSMETICS • JEWELRY • HEALTH • BEAUTY  
FASHION • EDUCATION • COMMUNICATION • TECNOLOGY • FINANCIAL PLANNING  
PRODUCT/ SERVICE FOR QUINCE CELEBRATION...  
The potential is endless!

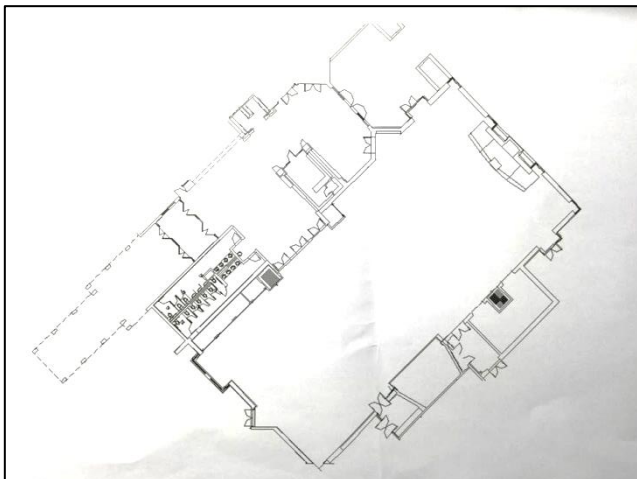
Being a sponsor at the 2018 Quinceañera Expo is a great opportunity for a company to be our event partner. With significant promotion before, during, and after the expo, our sponsors will get their company in front of our attendees in a way that will leave a lasting memory and a feeling of preference for your service/products. This is a win-win opportunity, as our attendees need us and we need them!

The Quinceañera Expo 2018 has been designed for our sponsors to connect with each one of these attendees as we strategically drive traffic to your sponsor booth. We encourage our sponsors to give away promotional gifts to get your product or brand in the hands of every attendee.

### THE LOCATION

We carefully selected Julia Bindeman Suburban Center as the venue for the Quinceañera Expo 2018, as it is conveniently located for Maryland, Virginia, and Washington D.C. potential attendees. This venue is not only spacious and perfect for the occasion, but it also offers easy access and ample free parking. We are planning on leveraging its state-of-the-art built-in sound system and large projection screens to promote the sponsors names.

**Julia Bindeman Suburban Center**



## SPONSOR OPPORTUNITIES

GET THE BEST VALUE FOR YOUR INVESTMENT; TAKE YOUR NAME BEYOND PRINT!

### DIAMOND SPONSOR - \$6,000

- Name recognition throughout our printed and digital advertising campaign: Posters, Flyers, Website, Facebook, etc.
- Brief description in event program (sponsor's page)
- Name recognition by master of ceremonies at the event
- A 10'x10' space with table, table cover, and two chairs will be provided in a privileged area
- Logo displayed fixed at the event (GOBO)
- Logo on: Main Banner, Flyers, and Posters at the event
- Name recognition on radio and TV advertising campaign (2 wks prior to event)
- 3 minutes spotlight at the podium during the event
- Access to VIP areas and break room for refreshments
- 10 admission tickets for guests
- \$2,000 of the \$6,000 will go towards scholarship fund

### GOLD SPONSOR - \$4,000

- Name recognition throughout our printed and digital advertising campaign: Posters, Flyers, Website, Facebook, etc.
- Brief description in event program (sponsor's page)
- Name recognition by master of ceremonies at the event
- A 10'x10' space with table and two chairs will be provided in a privileged area
- Logo on: Main Banner, Flyers, and Posters at the event
- 3 minutes spotlight at the podium during the event
- 5 admission tickets for guests
- \$1,000 of the \$4,000 will go towards scholarship fund

### SILVER SPONSOR - \$2,500

- Name recognition throughout our printed and digital advertising campaign: Posters, Flyers, Website, Facebook, etc.
- A 8'x8' booth with table and two chairs will be provided in a privileged area
- 5 admission tickets for guests
- \$500 of the \$2,500 will go towards scholarship fund

## REQUIREMENTS AND DEADLINES

Proper planning is a must to ensure the success of any event; to allow us enough time to design all publicity and marketing materials for the expo, we are requiring that your company logo (high-resolution, JPG, PNG, or PDF), company description and contact information (including your links to your website and Facebook page) be submitted to us no later than Sunday, December 10th, 2017. Production will take place during the month of December to launch an aggressive campaign the first week of January 2018. For additional information please contact Yamila Chacón (240) 388-0489.

### TIMELINE SUMMARY

WHAT	WHEN	HOW
Sponsor Contract Signing and Payment	Sunday, Dec 10 <sup>th</sup> , 2017	Contact Us: <a href="mailto:yamila@justperfectbyyc.com">yamila@justperfectbyyc.com</a> (240) 388-0489
Sponsor Submit: <ul style="list-style-type: none"> <li>• Company logo</li> <li>• Company description</li> <li>• Company contact information (including your links to your website and Facebook page)</li> </ul>	Sunday, Dec 10 <sup>th</sup> , 2017	Via Dropbox folder collaboration  Details will be provided via email
Publicity and Marketing Production	Dec 1 – Dec 30, 2017	
Expo Advertising Campaign	Jan 1 – Jan 19, 2018	Facebook, Radio, TV, Google Ads, Flyers, Posters, etc.