

# CHELITA

ART

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OCT-1<sup>ST</sup>

MICHELADA  
CONTEST

HERITAGE SQUARE  
715 S A ST OXNARD CA

11AM-6PM

LIVE MUSIC  
KID ZONE  
ART EXPERIENCES

**SPONSORSHIPS**





## If Coachella and a Michelada Festival had a baby in Oxnard: Meet CHELITA.

Get ready to ignite your senses and immerse yourself in a whirlwind of creativity, culture, and pure excitement at CHELITA- the ultimate celebration of art, music, and mouthwatering Miches! Join us for an unforgettable day filled with electrifying performances, captivating art installations, delectable culinary delights, and an atmosphere that pulses with energy and inspiration.

### 2 STAGES OF LIVE PERFORMANCES

Feel the rhythm and let loose as two dynamic stages come alive with an array of heart-pounding beats, soulful melodies, and electrifying acts that will have you dancing the day away.

### ART VENDORS + INSTALLATIONS

Immerse yourself in a world of artistic wonder as you explore a gallery of handpicked art vendors, each showcasing their unique creations. Be awe-struck by larger-than-life art installations that transform the event space into a mesmerizing tapestry of imagination.

### FOOD

Embark on a culinary journey like no other at our Food Area, where a symphony of flavors awaits your taste buds. From traditional favorites to avant-garde delights, our diverse food offerings will tantalize your senses and satisfy your cravings.

### KIDS' ZONE

Create cherished memories with your family as you explore the dedicated Kids Zone. Engage in interactive activities and games ensuring that attendees of all ages can share in the wonder and excitement.

### CHELITA EXPERIENCE (VIP) and GA Tickets:

Choose your adventure with our specially designed VIP and General Admission (GA) tickets, each offering a unique blend of experiences that will leave you craving for more!

- **The Chelita Experience (VIP)** : Elevate your experience with exclusive access to the Michelada Contest, VIP Lounge, Taste Test and a chance to cast your vote in the ultimate Michelada showdown. Savor the flavors, indulge in the luxury, and become part of Michelada history!
- **GA Ticket:** Immerse yourself in a world of creativity, from mesmerizing Live music and performances to art vendors and delectable food with a dedicated Kids Zone.

# SPONSOR LEVELS

## MICHE MASTER · \$10,000

- All benefits of the Patron de Camarón level, plus:
- Top-tier logo placement on all event materials
- Main Stage Naming Opportunity
- Prominent feature in all media advertising and press materials.
- 20 complimentary VIP tickets
- Customized sponsorship package
- Exclusive 10 x 20 booth space or activation area during the event
- Banners at 3 locations

## PATRON DE CAMARÓN · \$5,000

- All benefits of the Tomate Trailblazer level, plus:
- Secondary Stage Naming Opportunity
- Stage Time
- Banner on display at venue
- 1 dedicated sponsored email to event attendees (7K subscribers)
- Special recognition in pre-event online videos.
- 12 complimentary VIP Tickets
- Option for a unique, branded interactive experience

## TOMATE TRAILBLAZER · \$2,500

- All benefits of the Chamoy Champ level, plus:
- Recognition as a key sponsor in event press coverage.
- 8 complimentary VIP Tickets
- Opportunity to provide branded merchandise to attendees.
- Reserved parking

## CHAMOY CHAMP · \$1,000

- All benefits of the Limón Lover level, plus:
- Prime logo placement on all event promotional materials.
- 1 sponsored social media post dedicated to the sponsor.
- 4 complimentary VIP Tickets
- 10 x 10 Exhibitor Booth

## LIMÓN LOVER · \$500

- All benefits of the Salt Supporter level, plus:
- On-site recognition
- 6 GA Tickets

## SALT SUPPORTER · \$250

- Logo on website, e-mail blasts, print materials
- Carousel social media mention (to approx. 15k OPAC followers)
- 2 GA Tickets





NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

NAME FOR SPONSORSHIP ACKNOWLEDGMENT:  
\_\_\_\_\_

SOCIAL MEDIA HANDLES:  
\_\_\_\_\_

**CIRCLE YOUR SPONSORSHIP LEVEL:**

MICHE MASTER	\$10,000
PATRON DE CAMARON	\$5,000
TOMATE TRAILBLAZER	\$2,500
CHAMOY CHAMP	\$1,000
LIMON LOVER	\$500
SALT SUPPORTER	\$250
IN-KIND DONATION	_____

We're happy to create Custom Sponsorship Packages to meet your marketing and philanthropic goals. Get in touch with us!

Payment can be submitted by check, made payable to:  
Oxnard Performing Arts Center  
800 Hobson Way, Oxnard, CA 93030.

Have questions or prefer to pay by Credit Card?  
Email [info@theopac.org](mailto:info@theopac.org) or Call 805-385-8147