



July 13, 2024 @ Heritage Square

# CHĒLITA

Presented by:  OXNARD  
PERFORMING  
ARTS  
CENTER NON-PROFIT

# SPONSORSHIPS



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

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 live music, dance performances, one-of-a-kind art installations, delectable culinary delights, and an atmosphere that pulses with energy.

## 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 VIP Lounge, Taste Test, Private Bartender, 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 culture, from danceable live music performances to art vendors and delectable food with a dedicated Kids Zone. Plus a chance to cast your vote in the ultimate Michelada showdown!

## MAIN STAGE FEATURING LIVE PERFORMANCES

It's a daytime party full of dancing and good vibes as the main stage comes alive with the spiciest musical groups playing the best in cumbia, banda, norteñas and more. Enjoy dance performances and DJs in between sets.

## ART VENDORS

Immerse yourself in a world of artistic wonder as you explore an Artist Ally of handpicked artists and makers, each showcasing their unique art works.

## INSTALLATIONS

Be awe-struck by larger-than-life art installations that transform the event space into a mesmerizing tapestry of imagination.

## FOOD COURT

Embark on a culinary journey at the Food Court, 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' CORNER

Engage in interactive activities and games ensuring that attendees of all ages can share in the wonder and excitement.

# 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 10 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:
- Artist Installation Naming Opportunity
- Stage Time
- Banner on display at venue
- Special recognition in pre-event online videos.
- 10 complimentary VIP Tickets

## TOMATE TRAILBLAZER · \$2,500

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

## 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

## ACTIVITY SPONSOR · \$1,000

Sponsor one of the following activities/spaces: OPAC's Interactive Art Installations, Artist Ally, Food Court, Main Plaza, Indoor Art Area (Church), Water Tower





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
ACTIVITY SPONSOR	\$1,000
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:  
OPAC: PO Box 332, Oxnard, CA 93032

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