



**Orange County's Largest**

**CINCO**

**DE**

**MAYO**

**Fourth Street/Downtown Santa Ana "Calle Cuatro"**

**May 1 & 2, 2010**

**Saturday, May 1 - 12pm to 10pm**

**Sunday, May 2 - 12pm to 9pm**

*Carnival Rides  
& Games*

**Attendance  
Over  
150,000**

*Free Family-Oriented*

*Live Entertainment  
& Music*

*Authentic Mexican Food*

## **2010 Enhancements**

**Huge JumboTron to Show Your 30-Second Television Spot**

**Spotlight Article About Your Company in the Newspaper**

**Banner Placements on Main Stage & Throughout Event**





#### Platinum Package

- 25 Promotional; Mentions on Participating Radio Station
- **A Spotlight Article About Your Company in Miniondas Newspaper** (Weekly Hispanic Newspaper; Circulation Serving Orange County with Over 35,000)
- 2- Live On-Stage Presentation
- **30 Second Spot Shown on a JumboTron Throughout the Festival**
- Banner Placement on Main Stage & Throughout the Festival
- Logo Participation in Both Farandula & Miniondas Newspaper Six Weeks Prior to Event
- Four Premium Location 10x10 Booths or Similar Location
- Tables, Chairs, Light & Power

**Investment \$25,000**

#### Gold Package

- **30 Second Spot Shown on a JumboTron Throughout the Festival**
- Banner Placement on Main Stage & Throughout the Festival
- A Spotlight Article About Your Company in Miniondas Newspaper (Weekly Hispanic Newspaper; Circulation Serving Orange County with Over 35,000)
- 1- Live On-Stage Presentation
- Logo Participation in Both Farandula & Miniondas Newspaper Five Weeks Prior to Event
- Two Premium Location 10x10 Booths or Similar Location
- Tables, Chairs, Light & Power

**Investment \$10,000**



#### Silver Package

- **30 Second Spot Shown on a JumboTron Throughout the Festival**
- Banner Placement Throughout the Festival
- One Premium Location 10x10 Booth or Similar Location
- Table, Chairs, Light & Power

**Investment \$3,500**

**Custom Packages are available to meet your objectives**

**For Further Information, Please contact Mars Media Family  
714-843-6080 or [info@marsmediafamily.com](mailto:info@marsmediafamily.com)**

