

13th Annual Festival



EZ SPANISH MEDIA



AUGUST 18TH - ARVEST BALLPARK

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Why Spanish Radio in Arkansas?



Arkansas is Home to the **fastest-growing Hispanic Market**

in the country, according to a study by the University of Georgia. The buying power-potential spending measured as income minus taxes of Arkansas' Hispanics has risen **1,322 percent in the past 17 years** to 2.3 billion in 2007 from \$164.4 million in 1990 according to the study conducted by the Selig Center for Economic Growth at the University's Terry College of Business."

The Hispanic population is especially booming in Northwest Arkansas, where poultry companies such as Tyson Foods Inc. and George's Inc. have drawn many Hispanics to the area for work.

NWA'S POPULATION:

- 1.-Of the 39 Million Latinos in the United States, 67% are of Mexican Origin.
- 2.-There are 10.2 Million Mexican Immigrants in the United States.
- 3.-The Female:Male ratio in the Mexican Immigrant population is 45:55
- 4.-Half of all Mexican Immigrants are under age 33.
- 5.-44% of Mexican Immigrants are homeowners
- 6.-One-fifth of Mexican Immigrants are naturalized Citizens.
- 7.-Over half of all Latino Children nationally have at least one parent who is immigrant.
- 8.-Among the almost 2 Million families (with children)headed by a Mexican immigrant, 79% are two-parent families.

KSEC 95.7 FM

FORMAT:

With a 17.9 percent AQH Share, Mexican Regional is by far the favorite Spanish-Language format of Hispanics in the U.S

MEXICAN REGIONAL IS THE MOST POPULAR SPANISH-LANGUAGE FORMAT AMONG HISPANIC LISTENERS IN THE UNITED STATES.

Mexican Regional stations attract more Hispanic Men 18+ (59.5 percent) than Hispanic Women 18+ (40.5 percent) this format especially has an Audience that Appeals among 12-56 year-olds, who account for 86 percent of the Hispanic Mexican Regional

INFORMATIONAL FEATURES:

Local and National News and Weather Reports, plus a weekly public affairs show on Sunday

COVERAGE AREA:

ALL of Northwest Arkansas plus Parts of Southwest Missouri and Northeast Ok

MISSOURI: oel, Southwest, Jane, Neosho Pineview

OKLAHOMA: West Siloam, Stilwell, tahlequah, Jay



Our Annual Festival



WITH AN AVERAGE 15,000+ ATTENDANCE PER FESTIVAL

Featuring artists such as: Pablo Montero, Cristian Castro, Alvaro Torres, Carmen Jara, Banda Machos, Norteños de Ojinaga, Lorenzo de Monteclaro, Banda Lagos, Banda Pachuco, Briseyda, Chuy Jr, Aldo Equihua, David Rolas, Lora, Nenas de Caña, Baby Swings, Chichicuilote, El Morro, La Tetanic, among others.

Our Festival is by far the largest Hispanic Celebration in the 5 state region (AR, OK, MO, TN, KS).

First produced in 1999 to celebrate our Hispanic Heritage as well as having a Spanish FM Radio Station on the air for the first time in Arkansas' History, this year we'll be celebrating our 13th Anniversary.

IMAGES FROM PAST FESTIVALS



La Zeta 95.7 Radio



SPONSORSHIP OPPORTUNITIES

1st Quarter

Valentine Day Dance

2nd Quarter

La Zeta Festival: Largest Hispanic Festival in the Five State Area (Arkansas, Kansas, Missouri, Oklahoma, Tennessee) With an estimated 15,000+ people attendance per year.

Main Sponsor \$10,000

Platinum Sponsor \$7,500

Gold Sponsor \$5,000

You can also be a sponsor @ any of our regular concerts for a flat fee of \$2,000 per show.

Also coming this year live in concert:

Gerardo Ortiz	Calibre 50	Liberacion	Montez de Durango
Espinoza Paz	Conjunto Primavera	Conjunto Atardecer	Poder del Norte
K-Paz De La Sierra	Los Tigres del Norte	Industria del Amor	3Ball MTY
Dj Tetris	Diana Reyes	Los Tucanes	Ramon Ayala
Banda El Recodo	La Arrolladora	Intocable	Komander
Chuy Lizarraga	Banda Jerez		

Aztlan Promotions with headquarters in Springdale Arkansas (a subsidiary of EZ SPANISH MEDIA) is the largest Hispanic Concert Company in the four state areas (AR, OK, MO, KS) operating since July 1996.

13th ANNUAL FESTIVAL



SPONSORSHIP OPPORTUNITIES

WITH AN AVERAGE 15,000 + ATTENDANCE PER FESTIVAL

FEATURING ARTISTS SUCH: PABLO MONTERO, ALVARO TORRES, EL CHICHICUILOTE, EL MORRO, BANDA LAGOS, PAPA RAP, NENAS DE CANA, BABY'S SWINGS, BRISEYDA, JULIAN, NORTENITOS DE OJINAGA, BANDA MACHOS, GRUPO LORA, ESTILO AND MANY MORE...

\$10,000 PARTNER SPONSOR

NAME AND LOGO RECOGNITION ON ALL PROMOTIONAL MATERIALS (PRIME POSITION)

- LISTED AS "IN PARTNER WITH"

- NEWSPAPER, POSTERS, FLYERS, RADIO

NAME INCLUDED IN RADIO SPOTS PROMOTING Z FESTIVAL, READ AS "IN PARTNER WITH"

NAME RECOGNITION IN ALL DIRECT MAILINGS ASSOCIATED WITH THE FESTIVAL

20X20 BOOTH SPACE

ANNOUNCEMENTS ACKNOWLEDGING SPONSORS DURING EVENT

STAGE SPONSORSHIP (PLACE TO HANG A BANNER ON STAGE)

30 COMPLIMENTARY PASSES TO THE FESTIVAL

10 SPONSOR BADGES

3 REMOTES ON 95.7 FOR THE MONTHS OF JULY OR AUGUST

AT LEAST 400 MENTIONS ON RADIO AND 100 LIVE PROMOTION TAGS

\$7,500 SPONSOR

NAME AND LOGO RECOGNITION ON ALL PROMOTIONAL MATERIALS (PRIME POSITION)

LISTED AS "SPONSORED BY"

- NEWSPAPER, POSTERS, FLYERS, RADIO

NAME INCLUDED IN RADIO SPOTS PROMOTING Z FESTIVAL, READ AS "SPONSORED BY"

NAME RECOGNITION IN ALL DIRECT MAILINGS ASSOCIATED WITH THE FESTIVAL

10X20 BOOTH SPACE

ANNOUNCEMENTS ACKNOWLEDGING SPONSORS DURING EVENT

PLACE TO HANG A BANNER

15 COMPLIMENTARY PASSES TO THE FESTIVAL

7 SPONSOR BADGES

2 REMOTE ON 95.7 FM FOR THE MONTHS OF JULY OR AUGUST

AT LEAST 300 MENTIONS ON RADIO AND 75 PROMOTION TAGS

www.ezspanishmedia.com

13th ANNUAL FESTIVAL



SPONSORSHIP OPPORTUNITIES

WITH AN AVERAGE 15,000 + ATTENDANCE PER FESTIVAL

FEATURING ARTISTS SUCH: PABLO MONTERO, ALVARO TORRES, EL CHICHICUILOTE, EL MORRO, BANDA LAGOS, PAPA RAP, NENAS DE CANA, BABY'S SWINGS, BRISEYDA, JULIAN, NORTENITOS DE OJINAGA, BANDA MACHOS, GRUPO LORA, ESTILO AND MANY MORE...

◆ \$5,000 PARTNER SPONSOR

NAME AND LOGO RECOGNITION ON ALL PROMOTIONAL MATERIALS (PRIME POSITION)

- LISTED AS "SPONSORED BY"

- NEWSPAPER

- POSTERS

- FLYERS

- RADIO

NAME INCLUDED IN RADIO SPOTS PROMOTING Z FESTIVAL, READ AS "SPONSORED BY"

NAME RECOGNITION IN ALL DIRECT MAILINGS ASSOCIATED WITH THE FESTIVAL

10X10 BOOTH SPACE

ANNOUNCEMENTS ACKNOWLEDGING SPONSORS DURING EVENT

10 COMPLIMENTARY PASSES TO THE FESTIVAL

3 SPONSOR BADGES

1 REMOTE ON 95.7 FOR THE MONTHS OF JULY OR AUGUST

AT LEAST 200 MENTIONS ON RADIO AND 50 LIVE PROMOTION TAGS

www.ezspanishmedia.com

13th ANNUAL FESTIVAL



PLEDGE FORM

Yes! I will sponsor the 13th Annual music Festival presented by EZ SPANISH MEDIA.

\$10,000 Presenting Sponsor

\$5,000 Silver Sponsor

\$7,500 Major Sponsor

Contact Name: _____ Title: _____

Company: _____

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City, State, Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____

Method of Payment:

Enclosed is my check for \$ _____.

Please charge my credit card and send me a receipt for \$ _____.

Visa MasterCard (Circle One)

Name on Account: _____

Signature: _____

Account Number: _____

Expiration Date: _____

Billing Address: _____

Please send invoice for \$ _____.

Thank you for your support!

Please return this sponsorship commitment form by fax to (479) 756-8687 today!

Or mail to: EZ SPANISH MEDIA

2323 Old Missouri Rd. "D" Springdale, Arkansas 72764