



www.ezspanishmedia.com
info@ezspanishmedia.com
Phone: 479.756.8686
Fax: 479.756.8687

20th Anniversary

EZ SPANISH MEDIA

SEPTEMBER 13TH, 2014



2323 OLD MISSOURI RD "D", SPRINGDALE, AR 72764

WHY SPANISH RADIO IN ARKANSAS?



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: Noel, Southwest, Jane, Neosho, Pineview.

OKLAHOMA: West Siloam, Stilwell, Tahlequah, Jay.

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.

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Our Annual Festival

❖ WITH AN AVERAGE 12,000+ 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).

Five years after launching our signal in the AM waves in 1994, We First produced our first festival 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's History, this year we are celebrating our 20th Anniversary!

IMAGES FROM PAST FESTIVALS



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Sponsorship Levels



SPONSORSHIP OPPORTUNITIES



RED - \$5,000

NAME AND LOGO RECOGNITION, LISTED AS "SPONSORED BY", NEWSPAPER, POSTERS, FLYERS, RADIO, SOCIAL MEDIA, 10X10 BOOTH SPACE, STAGE ANNOUNCEMENTS, 10 COMPLIMENTARY PASSES TO THE FESTIVAL, 3 SPONSOR BADGES, 1 REMOTE ON 95.7 FM, AT LEAST 200 MENTIONS ON RADIO AND 50 LIVE PROMOTION TAGS



SILVER - \$7,500

NAME AND LOGO RECOGNITION, LISTED AS "SPONSORED BY" NEWSPAPER, POSTERS, FLYERS, RADIO, SOCIAL MEDIA, NAME INCLUDED IN RADIO SPOTS, 10X10 BOOTH SPACE, STAGE ANNOUNCEMENTS, 15 COMPLIMENTARY PASSES TO THE FESTIVAL, 7 SPONSOR BADGES, 2 REMOTES ON 95.7 FM, AT LEAST 300 MENTIONS ON RADIO AND 75 LIVE PROMOTION TAGS, PLACE TO HANG A BANNER.



GOLD - \$10,000

NAME AND LOGO RECOGNITION PRIME POSITION, LISTED AS "IN PARTNERSHIP WITH" NEWSPAPER, POSTERS, FLYERS, RADIO, SOCIAL MEDIA, NAME INCLUDED IN RADIO SPOTS AND ALL LIVE PROMOTIONS AS "IN PARTNERSHIP WITH", 20X20 BOOTH SPACE, STAGE AND PROMOTIONS ANNOUNCEMENTS, 30 COMPLIMENTARY PASSES TO THE FESTIVAL, 10 SPONSOR BADGES, 3 REMOTES ON 95.7 FM, AT LEAST 400 MENTIONS ON RADIO AND 100 LIVE PROMOTION TAGS, PLACE TO HANG BANNERS ON STAGE, ARTIST AUTOGRAPH SIGNING AND FOTO OPORTUNITY AT YOUR BOOTH, PRODUCT DISPLAY OPPORTUNITY, TICKET GIVEAWAY AT LOCATION DURING REMOTES. RADIO INTERVIEW.

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.

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Pledge Form



PLEDGE FORM

Yes! I will sponsor the 20th Anniversary of La Zeta 95.7 FM Festival presented by EZ SPANISH MEDIA.

☐ \$10,000 GOLD Sponsor

☐ \$7,500 SILVER Sponsor

☐ \$5,000 RED Sponsor

Contact Name: _____ Title: _____

Company: _____

Address: _____

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 email at: zfestival@ezspanishmedia.com

by fax to (479) 756-8687 today!

Or mail to: EZ SPANISH MEDIA

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