



Sponsorship Guide

NOCHE DE ROMANCE 2022



THE GUADALUPE
CULTURAL ARTS CENTER

NOCHE DE ROMANCE

GUADALUPE THEATER

ADMISSION:

\$25/\$30/\$35

Table Sponsors & Advertisement Available

WHEN:

Friday, April 22 (Seniors Concert)

Saturday, April 23 (Public Concert) at 8pm

Sunday, April 24 (Public Concert) at 5pm

Monday, April 25 (Students Concert)



The Guadalupe Cultural Arts Center's 6th Annual Noche de Romance is San Antonio's premier mariachi event with the award-winning Mariachi Azteca de America performing an array of traditional Mexican love songs, boleros, baladas and rancheras. Audiences return year after year for the romance and grandeur of the night in the intimate seating of the historic Guadalupe Theater.

Led by the Guadalupe's Traditional Music Program Director, Gino Rivera, Mariachi Azteca de America's versatile ensemble of musicians delivers dynamic performances of classic songs by giants of Mexican music like Jose Alfredo Jimenez, Juan Gabriel and Agustin Lara.

This year, concert goers will be treated to a special tribute to the legendary Vicente Fernandez, also known as "El Rey," along with special featured guest Arturo Vargas, a world-class vocalist and member of the renowned Mariachi Vargas de Tecalitlán. Local talents Rhonda Garcia and Mateo Lopez will also make appearances and the program will be opened by the Guadalupe Youth Mariachi Ensemble.

Noche de Romance supports the continued expansion and development of the Guadalupe's Traditional Music Academy and Youth Mariachi Ensemble. Funds raised by the concert help to ensure the mariachi tradition lives on for future generations. Funds raised also support students' public performances and annual summer mariachi camp.

SPONSOR LEVELS

	PRESENTING SPONSOR	AMOR SPONSOR	CARIÑO SPONSOR	CORAZÓN SPONSOR
	\$5,000	\$3,000	\$1,000	\$500
# of Tables of 4, (Choice of Show/Tables can be Split; Includes Snacks & Drinks)	3	2	1	1
Logo/Name on Media Roll	◆	◆	◆	
Sponsor Name Given Stage Call	◆	◆	◆	
Opportunity to Make Remarks	◆			
Name on Step and Repeat	◆	◆		
Name Placed on Sponsor Wall	◆	◆	◆	
Opportunity to Distribute Promotional Materials	◆			
VIP Pre-Show Reception (Saturday Show)	◆	◆	◆	◆
Logo Placement On Collateral, Including Site	◆			
Mariachi Gift Bag	◆			

PROGRAM ADVERTISEMENT LEVELS

FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
\$500	\$300	\$200	\$100



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TO PURCHASE YOUR SPONSORSHIP**

The Guadalupe Cultural Arts Center cultivates, promotes and preserves traditional and contemporary Chicano, Latino and Native American arts and culture through multidisciplinary programming.

Marketing deadlines may prevent sponsors from receiving all the promotional listings of their sponsorships.

**FOR MORE INFORMATION, PLEASE CONTACT:
DENISE BLANCHARD
GUADALUPE CULTURAL ARTS CENTER
956.371.3311 (PERSONAL)
210.271.3151 (OFFICE)
DEVELOPMENT@GUADALUPECULTURALARTS.ORG**