Old Spanish Days Fiesta
Sponsorship Prospectus
August 2-6, 2017
Santa Barbara, California
Join us for Santa Barbara’s Premier Community Event!
## Table of Contents

Welcome .......................................................................................................................... 1
The History of Fiesta ........................................................................................................... 2
Important Economic Impacts ............................................................................................. 3
Why we Need your Support ............................................................................................... 4
Sponsorship Opportunities ................................................................................................. 5
Pre-Fiesta Events ............................................................................................................... 6-7
Single Day Events ............................................................................................................ 8-9
Multi Day Events .............................................................................................................. 10
Rodeo Events ................................................................................................................... 11
Diamond Sponsorship ....................................................................................................... 12
Titanium Sponsorship ....................................................................................................... 13
Platinum Sponsorship ....................................................................................................... 14
Gold Sponsorship ............................................................................................................ 15
Silver Sponsorship ........................................................................................................... 16
Bronze Sponsorship ......................................................................................................... 17
Non Profit Service Organizations ..................................................................................... 18
2016 Sponsors .................................................................................................................. 19
Testimonials ...................................................................................................................... 20

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Old Spanish Days Fiesta is Santa Barbara's largest celebration and one of the top regional festivals in the United States. It is expected to attract more than 100,000 people this year, making it one of the biggest to date. This year the event will take place in various locations around the city August 2nd through the 6th, preceded by additional pre-Fiesta events starting in April. This celebration of community fondly looks back to a period when Santa Barbara was a remote rural area under the influence of Spanish, Mexican, American and local Chumash cultures. Fiesta celebrates a period of romance and hospitality through pageantry, dance, music, costume and cuisine.

Dating back to the first Fiesta in 1924, the Old Spanish Days volunteer Board of Directors has put on this annual five-day festival with the successful collaboration of the community including the City, County, countless other non-profit organizations, and most importantly, our Fiesta sponsors.

As we prepare to once again celebrate this time-honored tradition with our 93rd annual Old Spanish Days Fiesta, I invite you to take a closer look at how you and your organization can get involved and be part of this wonderful event, enabling you to contribute to the community and in return, receive community-wide exposure and enhanced awareness.

Viva la Fiesta!

Barbara Carroll
La Segunda Vice Presidente
The History of Fiesta

Old Spanish Days Fiesta began in 1924 to fulfill the desire of residents to preserve history and culture, as well as to accomplish economic goals of the community though increasing tourism in Santa Barbara.

In the early 1920’s three separate community groups were each developing unique ideas for a special event to serve a singular need for their organization. The arts community was looking forward to planning a grand party celebrating the opening of the new Lobero Theatre after successful reconstruction. The “locals” (resident families who had settled several generations ago) wanted to do something to preserve and perpetuate the old traditions, specifically the music, dancing, songs and costumes of California’s “Spanish Days” celebrating the past century. The business community was proposing the idea of a festival or special event that might attract visitors to Santa Barbara during its “off-season” in the summer months.

Time and opportunity brought all three groups together for a combined effort – the result was OLD SPANISH DAYS FIESTA. The new event, which took place in August, called for community-wide involvement to celebrate the customs and traditions of the city’s heritage from Spain, Mexico, and American Indian cultures. People were encouraged to dress in costume and celebrate with folk songs, music and dances throughout Santa Barbara. More than 90 years later, there are 19 official Old Spanish Days events and activities in 14 venues city-wide.

Old Spanish Days Today

Old Spanish Days in Santa Barbara, Inc. is a 501(c)3 non-profit organization dedicated to honoring and preserving Santa Barbara’s history, spirit, culture, heritage and traditions. This 93 year tradition is unique among festivals in that it is run by a volunteer Board of Directors and supported by only one full-time staff member. The Board of Directors annually elects an “El Presidente” who not only presides over the Board, but also serves as an ambassador of goodwill to residents and visitors alike, as well as a “Primer Vice Presidente” to oversee the operations of the organization and a “Segundo Vice Presidente” to raise the significant funds and awareness that allows the historical community-wide event to continue.

Old Spanish Days Fiesta is not only a unique forum for the cultural expression of diversity, but it also serves as a vehicle for the non-profit and community service groups to raise funds for local charities and social service organizations. The event annually draws thousands of visitors from around the world who contribute substantially to the local economy. Old Spanish Days Fiesta has grown in stature and reputation over the past 93 years and has been noted as one of the five best regional festivals in the United States.
Important Economic Impacts

Old Spanish Days Sponsors are prominently recognized before, during and after Fiesta and are a critical part of the success of the event each year. By attracting thousands of visitors from both nearby and around the world, Fiesta has a positive economic influence on local businesses, organizations and the community as a whole. Below are some interesting facts about the economic impact of Fiesta.

- Fiesta adds additional 5-8% occupancy to local hotels, totaling nearly three quarters of a million dollars. The occupancy tax alone brings in over $100,000 to the city.

- Local restaurants add an additional $400,000 in revenues during the week of Fiesta. Increased retail sales contribute thousands of dollars to the city through sales tax.

- Tens of thousands of local residents attend Fiesta events.

- Visitors who come for Fiesta are left with a positive impression of our beautiful city and its unique history. Statistics show they are likely to return to Santa Barbara within 14 months of their stay.

- Publicity and advertising of Fiesta is distributed nationwide to promote Santa Barbara enhancing year round tourism activity.

- Fiesta is the largest fundraiser for many local non-profit organizations (over 40). Their fundraising income is raised through their participation in the Fiesta Mercados (marketplaces). For many of these non-profits, participation in the Mercados is their largest fundraiser bringing in significant revenue for their programs. For a few of the smaller participating non-profits, it is the only fundraiser of the year. There is a significant financial impact on the community through these social service groups.
One of our goals is to keep all of our cultural events free to the public. To that end, Old Spanish Days Fiesta actively seeks financial support from interested individuals, businesses and foundations. Money raised covers many event expenses which primarily consist of insurance coverage, equipment rental, venue costs, city fees, and administration costs.

Over half of the funds necessary to put on Fiesta are generated from official Old Spanish Days parties, Mercados, Rodeo, membership fees, and merchandise sales. An additional 7% comes from the City of Santa Barbara Promotional Funds.

Sponsorship, grants, and fundraising make up approximately 35% of Fiesta’s operating budget. Only with the support of community sponsorship can Old Spanish Days Fiesta take place year after year.
As a sponsor of Old Spanish Days, we offer you the opportunity to partner with us in creating this time-honored event in 2017. This Prospectus will acquaint you further with our various sponsorship levels and the events, venues and activities available for corporate underwriting.

To express our gratitude we offer numerous benefits at various levels. We sincerely hope you will consider underwriting one of our special events, and partner with us in this grand endeavor.

Partnering with Old Spanish Days and sponsoring one of our many events or activities, provides high visibility for your company or foundation. Corporate branding has power! Corporate branding for one of our major Fiesta events clearly and effectively displays your corporate image and vision to a large and captive audience.

We will partner with your marketing team to properly convey your corporate message, logo and corporate image at one of our popular Fiesta activities. Our annual Fiesta events, some spanning multiple days, attract thousands of spectators. We offer various ways to expose your name and logo, including full-color banners, recognition in our Fiesta programs, recognition through social media platforms (currently Facebook, Instagram and Twitter), and special mention in our brochure and on our Fiesta web site.
Old Spanish Days Fiesta consists of five days of continuous events and activities scheduled from August 2 through August 6, 2017. We cordially invite your sponsorship and active involvement in the following events.

2017 Pre-Fiesta Events

There are several events leading up to the week of Fiesta to help kick off the celebration. Join us in celebrating at any of these Pre-Fiesta Events.

**Canto-Baile - Dates to be Determined**
California Canto-Baile (CCB) is a unique history and arts education outreach program to further the mission of Old Spanish Days (OSD). This program entails teaching the songs and dances of Santa Barbara’s Rancho period (1830-1870) to fourth graders at local public and parochial schools during school time. CCB aims to perpetuate and preserve local historical and cultural identity, as well as provide curriculum-integrated arts education and history supplementation in low-to-middle-income schools. CCB focuses on an interdisciplinary learning process powered by arts integration with the fourth grade study of California history. It utilizes history, music, dance, culture, and community traditions of Santa Barbara to provide students with a tangible experience of their social studies curriculum. In addition, this classroom program links directly to the Fiesta celebration, making student learning come alive while increasing the community impact of OSD. Additional sponsorship benefits are available. **Sponsorship of this program is available for your consideration.**

**Spirit of Fiesta Audition - Saturday, April 15, 2017**
Santa Barbara has many local dance schools that instruct students in the multi-cultural dances of Spain, Mexico and early California. Young performers dedicate countless hours preparing for this annual event and for the honor to represent Old Spanish Days as the “Spirit of Fiesta” and the “Junior Spirit of Fiesta.” This colorful and exciting event held at La Cumbre Junior High is open to the public and is broadcasted on COX Channel 8. **Sponsorship of this event is available for your consideration.**

**La Primavera - Saturday, May 14, 2017**
The official kick off for the 2017 Fiesta season, this annual celebration presents the opportunity for La Presidente Rhonda Henderson to unveil the official Fiesta theme, poster design, and pin. La Primavera will be held at the Santa Barbara Carriage and Western Art Museum and will feature wonderful entertainment, the first official performances of the Spirit and Junior Spirit of Fiesta, and dancing the night away under the stars. **(Sponsorship of this public event is available for your consideration.)**

**Costume Sales - Saturday, July 8, 2017**
Fabulous opportunity to find Fiesta costumes, this annual event is held at the Carriage and Western Art Museum during Fiesta pre-season. **Sponsorship of this event is available for your consideration.**
Old Spanish Days Fiesta
Events & Activities Cont’d.

Fiesta Ranchera - Thursday, June 15, 2017
Fiesta Ranchera is THE social event in the Goodland! Created in 2008, this collaborative event with Goleta Valley Historical Society and Old Spanish Days is a party not to be missed. With strong support from the City of Goleta and local business, this celebration brings over 800 guests out to the historical Rancho La Patera & Stow House for an evening of fabulous food from local restaurants and consistently garners strong press coverage. Guests to the enchanting evening are treated to performances by the 2017 Spirit and Junior Spirit, live entertainment, and dancing under the stars. (Sponsorship of this event is available for your consideration.)

Fiesta Flower Girl Garden Party – Saturday, July 29, 2017
Held in the historical Courthouse Sunken Gardens, this is the annual event where the Old Spanish Days board has the opportunity to acknowledge its youngest volunteers - The Fiesta Flower Girls. The program consists of entertainment by local dance studios, the Spirits, and acknowledgments from the Mayor, La Presidente and other Old Spanish Days officers and concludes with each Flower Girl taking the stage to present La Presidente with a red rose and in turn, receive her official Fiesta Flower Girl pin. (Sponsorship of this event and the Fiesta Flower Girl Program is available for your consideration.)

La Recepción del Presidente - Sunday, July 30, 2017
Every year, the La Recepción del Presidente unofficially kicks off Fiesta week. A wonderful evening in the beautiful outdoor Plaza del Sol at the Fess Parker’s DoubleTree Resort, this event brings together Fiesta history with the excitement of the Fiesta to come and is traditionally highly attended by Past Presidentes and the extended Fiesta family. Guests are warmly greeted by the official receiving line of El Presidente Rhonda Henderson and her family, as well as her Fiesta family including the Spirit, Jr. Spirit, Saint Barbara and Vice Presidentes. With guests in their finest Fiesta attire, the evening includes a tasty Mexican buffet, entertainment by talented artists including the Spirit and Jr. Spirit, and concluding the evening with dancing as the sun sets over the Pacific Ocean. This highly attended event is covered extensively by the press. (Sponsorship of this event is available for your consideration.)
Old Spanish Days Fiesta
Events & Activities Cont’d.

SINGLE DAY EVENTS

La Fiesta Pequeña - Wednesday, August 2, 2017
As the August sun slowly sets behind the “Queen of the Missions”, experience the Franciscans hospitality as they welcome all to enjoy the official opening of Old Spanish Days Fiesta at this beautiful setting as they have since 1927. La Fiesta Pequeña “Little Fiesta” is a colorful, historical program which includes traditional songs and dance from Californios, Flamenco, Spanish classical and Mexican folklorico, an appearance from Saint Barbara, and a special performance from the 2017 Spirit. This KEYT televised event attracts thousands of local spectators and is free to the public. (Sponsorship of this event is available for your consideration.)

La Misa del Presidente – Thursday, August 3, 2017
Held the morning of the second day of Fiesta, the Saint Barbara Parish invites all to enjoy Mass in the main church of Old Mission Santa Barbara. La Misa is held in honor of La Presidente and the Old Spanish Days Board, celebrating both the long-standing relationship between the Old Mission and Old Spanish Days, and the entire Fiesta community.

Celebración de los Dignatarios - Thursday, August 3, 2017
Santa Barbara’s wildest and most talked about party happens just once a year at the Santa Barbara Zoo. Experience which wines and tequilas pair with a stunning sunset over the Pacific while you stroll the lush gardens of the beautiful Santa Barbara Zoo. Come hungry, food from the Central Coast’s finest eateries is included the price of the ticket. Then party and dance the night away under the stars to the best dance rock n’roll sounds of Santa Barbara. (Sponsorship of this event is available for your consideration.)
SINGLE DAY EVENTS Cont’d.

El Desfile Histórico, Friday, August 4, 2017
“The Historical Parade” takes place on Friday afternoon. It is unique to Santa Barbara and features floats depicting episodes from the history of the state and city. Descendants of local Native Americans, Spanish Pioneers, the Native Sons and Daughters of the Golden West, and local service clubs and organizations all reenact historical scenes. It is one of the nation's largest equestrian parades, featuring over 600 horses, as well as many antique carriages, coaches and wagons. (Sponsorship of this event is available for your consideration.)

Horseman's Rendezvous - Friday, August 4, 2017
This private party immediately follows the parade on Friday afternoon. Get a close view of the decorated parade carriages and enjoy a great western-style party for our El Desfile Histórico participants. The rendezvous takes place at the Carriage and Western Art Museum on lower Castillo Street. Attendance is by invitation only and includes parade participants, sponsors, Old Spanish Days Directors and Past Presidentes. (Sponsorship of this event is available for your consideration.)

Tardes de Ronda - Saturday, August 5, 2017
Held in the historical Sunken Gardens on Saturday afternoon, the always highly attended “Afternoon of Gaiety” features the talents of performers under the age of sixteen. Admission is free to the public, with onstage seating available for sponsors. (Sponsorship of this event is available for your consideration.)
Old Spanish Days Fiesta
Events & Activities Cont’d.

MULTI DAY EVENTS

Mercado at De la Guerra - Wednesday - Saturday, August 2 - 5, 2017
The Mercado at De la Guerra Plaza is an open-air marketplace operated by
24 local non-profit organizations who serve up a wide selection of Mexican & Spanish food delicacies. Each day the main stage showcases flamenco and folklorico performances by area youth dance schools. Come evenings, Santa Barbara’s favorite music groups (pop, rock Latin, jazz and salsa) entertain until closing. The Street is lined with over 42 merchant vendors selling various items from art and jewelry to traditional Mexican and Spanish items. All concerts and entertainment are free to the public. (Sponsorship of this venue is available for your consideration.)

Mercado del Norte - Wednesday - Saturday, August 2 - 5, 2017
The Del Norte Mercado has an early California atmosphere featuring food, shopping, entertainment and a children’s carnival in a family setting. Numerous local non-profit groups serve up a variety of delicious Mexican food and beverages in this outdoor setting alongside live music and dancing. All concerts and entertainment are free to the public. (Sponsorship of this venue is available for your consideration.)

Crazy Horse Cantina - Wednesday - Saturday, August 2 - 5, 2017
The Crazy Horse Cantina, located within Mercado Del Norte, features entertainment and a beer garden and is a favorite gathering spot for locals during Fiesta. At night and all day Saturday the Cantina turns into a beer garden with entertainment from the top area bands. (Sponsorship of this venue is available for your consideration.)

Las Noches de Ronda - Thursday - Saturday, August 3 - 5, 2017
“Nights of Gaiety”, held in the famous Sunken Gardens of the beautiful Santa Barbara County Courthouse, draws as many as 8,000 spectators each night. The evening performances feature spectacular dances and songs from the fire of flamenco to the charm of Mexican folklorico dances. Over 200 performers entertain nightly and donate their time to this wonderful event. Admission is free to the public and there is onstage seating available for our Sponsors and Fiesta dignitaries. (Sponsorship of this event is available for your consideration.)

Arts and Crafts Show - Saturday and Sunday, August 5th and August 6th, 2015
Stroll along the beautiful beachfront Cabrillo Boulevard just West of Stearns Wharf and browse for handmade treasures created by local artisans. The Arts and Crafts show is an all-day event on both Saturday and Sunday of Fiesta week. Enjoy the arts and crafts while you take in Santa Barbara’s beautiful marina and a spectacular view of our coastal mountains. (Sponsorship of this event is available for your consideration.)
RODEO EVENTS

The Professional Bull Riders (PBR) Challenger Tour – Thursday, August 3, 2017
The Earl Warren Showgrounds Arena is the setting of the only pro bull riding event in Santa Barbara County. This is a once in a lifetime opportunity for rodeo fans of all ages to witness the greatest riders in the world – and where every seat is up close and personal! Fans will witness thrilling 8-second rides and jaw-dropping wrecks throughout the adrenaline-soaked performance as the PBR’s insanely brave cowboys risk it all against monstrous animal athletes that can weigh as much as 2,000 pounds. (Sponsorship is available through the Fiesta Stock Horse Show and Rodeo.)

Competencia de Vaqueros - Friday - Sunday, August 4 - 6, 2017
The Fiesta Stock Horse Show and Rodeo at Earl Warren Showgrounds is a colorful, action-packed tribute to America’s first cowboy – the Vaquero. Rodeo participants compete in Bareback Riding, Tie-down Roping, Steer Stopping, Mutton Bustin’ and Saddle Bronco Riding, plus PRCA Team Roping, Barrel-Racing and Bull Riding. (Sponsorship is available through the Fiesta Stock Horse Show and Rodeo.)
Diamond Fiesta Sponsor

(Minimum cash donation of $50,000)

There is a minimum donation of $50,000 for our most distinguished sponsor level. Diamond Sponsorship is available to a maximum of two organizations and it is offered on a first come, first served basis. This level of sponsorship includes exclusive corporate branding for one venue. Terms of this sponsorship level are to be negotiated on a customized basis.

DIAMOND SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:

RECOGNITION

• Link to your website through the Fiesta Sponsor Recognition web page
• Name listed on the website calendar
• Mentions in two OSD online newsletters
• Color logo in 2017 Fiesta brochure
• Recognition on the following invitations: La Primavera, Fiesta Ranchera, Fiesta Flower Girl Garden Party, La Recepción del Presidente, La Fiesta Pequeña and Celebración de los Dignatarios
• Recognition in Parade Scripts by announcers
• Premier horse-drawn carriage in Fiesta Parade (applies to cash sponsors only)
• Recognition on televised program
• Exclusive Diamond Sponsor badges – 10 badges
• 2017 Fiesta poster, framed and signed

TICKETS AND SEATING

(All ticket requests and purchases must be completed one week prior to the event.)

• Spirit of Fiesta Audition - 10 attendees
• La Primavera – 10 attendees
• Fiesta Ranchera - 10 attendees
• La Recepción del Presidente - 10 attendees
• La Fiesta Pequeña & Reception - 10 attendees (includes 5 parking passes – on a first come basis)
• Noches de Ronda - 6 seats on stage (reservation required - on a first come basis)
• Celebración de los Dignatarios - 10 attendees (includes 5 parking passes – on first come basis)
• El Desfile Histórico Parade- 10 reseved VIP seats
• Horseman's Rendezvous – 10 attendees
• Fiesta Stock Horse Show and Rodeo – 10 tickets (non-PBR)
A Titanium sponsorship requires a minimum contribution of $25,000. This level of sponsorship includes the Corporate Branding for one of the following events:

**LA FIESTA PEQUEÑA**
This opening show is a televised event and attracts thousands of spectators.

**CELEBRACIÓN DE LOS DIGNATARIOS**
This is one of Fiesta’s most popular events and it attracts over 1,200 revelers.

Opportunities at each venue are limited and category exclusive. They are offered on a first come, first served basis. Other opportunities are available and we can customize depending on your needs!

**TITANIUM SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:**

**RECOGNITION**
- Link to your website through the Fiesta Sponsor Recognition web page
- Name listed on website calendar next to underwriting event
- Color logo in 2017 Fiesta brochure
- Recognition on the following invitations: La Primavera, Fiesta Ranchera, Fiesta Flower Girl Garden Party, La Recepción del Presidente, La Fiesta Pequeña and Celebración de los Dignatarios
- Horse-drawn carriage in Fiesta Parade (applies to cash sponsors only)
- Venue recognition, including banners and exclusive mentions from stage
- Exclusive Titanium Sponsor Pins – 6 badges
- Recognition in Parade Scripts by announcers
- 2017 Fiesta poster, framed and signed

**TICKETS AND SEATING**
*(All ticket requests and purchases must be completed one week prior to the event.)*

- Spirit of Fiesta Audition - 6 attendees
- La Primavera – 6 attendees
- Fiesta Ranchera - 6 attendees
- La Recepción del Presidente - 6 attendees
- La Fiesta Pequeña & Reception - 6 attendees (includes 3 parking passes – on a first come basis)
- Las Noches de Ronda – 6 seats on stage (reservation required - on a first come basis)
- Celebración de los Dignatarios - 6 attendees (includes 3 parking passes – on first come basis)
- El Desfile Histórico Parade – 6 seats
- Horsemans Rendezvous - 6 attendees
- Fiesta Stock Horse Show and Rodeo – 6 tickets upon request (non-PBR)
Platinum Fiesta Sponsor

(Minimum cash donation of $17,500)

A Platinum sponsorship requires a minimum contribution of $17,500. This level of sponsorship includes the Corporate Branding of one of the following events:

LA RECEPCIÓN DEL PRESIDENTE

MERCADO DE LA GUERRA OR MERCADO DEL NORTE
(These are both 4-day venues that attract tens of thousands of visitors)

NOCHES DE RONDA (3-Night Event)

PLATINUM SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:

RECOGNITION
- Link to your website through the Fiesta Sponsor Recognition web page
- Name listed on website calendar next to underwriting event
- Color logo in 2017 Fiesta brochure
- Recognition on the following invitations: La Primavera, Fiesta Ranchera, Fiesta Flower Girl Garden Party, La Recepción del Presidente La Fiesta Pequeña and Celebración de los Dignatarios
- Horse-drawn carriage in Fiesta Parade (applies to cash sponsors only)
- Venue recognition, including banners and exclusive mentions from stage
- Exclusive Platinum Sponsor Pins – 4 badges
- 2017 Fiesta poster, framed and signed

TICKETS AND SEATING
(All ticket requests and purchases must be completed one week prior to the event.)

- Spirit of Fiesta Audition - 4 attendees
- La Primavera – 4 attendees
- Fiesta Ranchera - 4 attendees
- La Recepción del Presidente - 4 attendees
- La Fiesta Pequeña & Reception - 4 attendees (includes 2 parking pass – on a first come basis)
- Las Noches de Ronda – 4 seats on stage (reservation required - on a first come bases)
- Celebración de los Dignatarios - 4 attendees (includes 2 parking passes – on a first come basis)
- El Desfile Histórico Parade – 4 seats
- Horseman's Rendezvous - 4 attendees
- Fiesta Stock Horse Show and Rodeo – 4 tickets on request (non-PBR)
Gold Fiesta Sponsor

(Minimum cash donation of $12,000)

A Gold sponsorship requires a minimum contribution of $12,000. This level of sponsorship allows our corporate sponsors to underwrite or “brand” one of the following events:

**FIESTA RANCHERA**
**SPIRIT OF FIESTA AUDITION**
**LA PRIMAVERA**
**HORSEMAN’S RENDEZVOUS**
**MERCADO DEL NORTE BEER GARDEN**
**FLOWER GIRLS PROGRAM**

Opportunities at each venue are limited and category exclusive. They are offered on a first come, first served basis. Other opportunities are available and we can customize depending on your needs!

**GOLD SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:**

**RECOGNITION**
- Link to your website through the Fiesta Sponsor Recognition web page
- Logo in Fiesta 2017 Brochure
- Horse-drawn carriage in Fiesta Parade (applies to cash sponsors only)
- Recognition on the following invitations: La Primavera, Fiesta Ranchera, La Recepción del Presidente, La Fiesta Pequeña and Celebración de los Dignatarios
- Venue recognition, including banners and exclusive mentions from stage
- Exclusive Gold Sponsor pins – 4 badges
- 2017 Fiesta poster, framed and signed

**TICKETS AND SEATING**
(All ticket requests and purchases must be completed one week prior to the event.)

- Spirit of Fiesta Audition - 4 attendees
- La Primavera – 2 attendees
- Fiesta Ranchera - 4 attendees
- La Recepción del Presidente- 4 attendees
- La Fiesta Pequeña & Reception - 4 attendees (includes 1 parking pass – on a first come basis)
- Las Noches de Ronda – 4 seats on stage (reservation required - on a first come basis)
- Celebración de los Dignatarios - 2 attendees (includes 1 parking pass – on a first come basis)
- El Desfile Histórico Parade – 4 seats
- Horseman's Rendezvous – 2 attendees
- Fiesta Stock Horse Show and Rodeo – 2 tickets on request (non-PBR)
A Silver Sponsorship requires a minimum contribution of $5,500. This level of sponsorship allows our corporate sponsors to underwrite or “brand” one of the following events:

**SPIRIT APPRECIATION LUNCHEON**
**COSTUME SALE**
**FLOR Y CANTO**
**TARDES DE RONDA**
**LA FIESTA PEQUEÑA RECEPTION**
**MERCADO DE LA GUERRA ENTERTAINMENT**
**PARADE RESERVED SEATING**

Opportunities at each venue are limited and category exclusive. They are offered on a first come, first served basis. Other opportunities are available and we can customize depending on your needs!

**SILVER SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:**

**RECOGNITION**
- Link to your website through the Fiesta Sponsor Recognition web page
- Logo in 2017 Fiesta brochure
- Exclusive recognition at selected venue or activity and/or on underwritten material
- Exclusive Silver Sponsor pins – 2 badges
- 2017 Fiesta poster, framed and signed

**TICKETS AND SEATING**
*(All ticket requests and purchases must be completed one week prior to the event.)*

- Spirit of Fiesta Audition – 2 attendees
- La Primavera – 2 attendees
- Fiesta Ranchera – 2 attendees
- La Recepción del Presidente – 2 attendees
- La Fiesta Pequeña & Reception – 2 attendees (includes 1 parking pass – on a first come basis)
- Celebración de los Dignatarios - 2 attendees (includes 1 parking passes – on a first come basis)
- Las Noches de Ronda – 2 seats on stage (reservation required - on a first come basis)
- El Desfile Histórico Parade – 2 seats
- Horseman's Rendezvous – 2 attendees
Bronze Fiesta Sponsor

(Minimum donation of $3,500)

A Bronze sponsorship requires a minimum contribution of $3,500.

**BRONZE SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:**

**RECOGNITION**
- Link to your website through the Fiesta Sponsor Recognition web page
- Logo in 2017 Fiesta brochure
- Exclusive recognition at selected venue or activity and/or on undewritten material
- Exclusive Bronze Sponsor pins – 2 badges
- Signed 2017 Fiesta poster

**TICKETS AND SEATING**
*(All ticket requests and purchases must be completed one week prior to the event.)*

- Spirit of Fiesta Audition - 2 attendees
- Fiesta Ranchera – 2 attendees
- La Fiesta Pequeña & Reception – 2 attendees (includes 1 parking pass – on a first come basis)
- Las Noches de Ronda – 2 seats on stage (reservation required - on a first come basis)
- El Desfile Histórico Parade – 2 seats
- Horseman's Rendezvous – 2 attendees
From its inception in 1924, Fiesta has generated community wide support. For years the five-day festival has been sustained by the overwhelming participation of a large number of community organizations. Old Spanish Days seeks to incorporate all sectors of the community in this endeavor, giving service groups substantial fundraising opportunities that provide a major portion of their annual income. Combined, the non-profit groups raise more than $500,000, funneled directly into human and social services for Santa Barbara. This has a tremendous positive impact on the community.

Listed here are some of the Non-Profit Organizations that participated in Fiesta in recent years:

Apostolic Assembly Church
Boy Scout Troop #1
CALM
Calvary Chapel of Santa Barbara
CASA
Dos Pueblos High School
Dream Chasers
Hillside House
Holy Cross Church
Knights of Columbus – Council 1684
Knights of Columbus – Council 5300
La Casa De La Raza
Living Faith Church
Native Daughters of the Golden West
San Marcos High School
Santa Barbara All Stars Boosters Club
Santa Barbara Commercial Fisherman
Santa Barbara Elks
Santa Barbara Firefighters
Santa Barbara High School
Santa Barbara High School Band Boosters
Santa Barbara High School Basketball
Santa Barbara High School Don Riders
Santa Barbara Historical Museum
Santa Barbara Jaycees
Santa Barbara Masons
Santa Barbara Police Activities League
Santa Barbara Rugby Association
Santa Barbara Semana Nautica Association
Sister Cities Committee
South Coast Community Youth Cultural Center
Special Olympics
UCSB Mens Soccer
Vietnam Veterans of America
Special Thanks to our 2016 Sponsors

To the City of Santa Barbara, the County of Santa Barbara, and the Old Mission Santa Barbara for their support of Fiesta since its inception.

**Diamond Sponsors**
- Union Bank

**Titanium Sponsors**
- COX Communications
- Impulse
- Jordano's
- KEYT
- MarBorg Industries
- The Fess Parker – A DoubleTree by Hilton Resort
- Wood Claeyssens Foundation

**Gold Sponsors**
- Bartlett, Pringle and Wolf
- Classic Party Rentals
- Community West Bank
- Montecito Bank & Trust
- Santa Ynez Band of Chumash Indians

**Silver Sponsors**
- American Riviera Bank
- Bella Vista
- Big Green Cleaning Company
- The Community Foundation
- FLIR
- Florabundance
- Ghitterman, Ghitterman & Feld
- Noozhawk
- Pacific Beverage
- Pacific Coast Business Times
- Rincon Broadcasting
- Santa Barbara Independent
- Santa Barbara News-Press
- Santa Barbara Sentinel
- Santa Barbara Zoo
- Sol Wave
- Voice Magazine

**Bronze Sponsors**
- Bank of America
- Brown & Brown
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- Instrumental Music
- Mesa Lane Partners
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And to our Collaborative Sponsors:
- Santa Barbara Zoo, Goleta Valley Historical Society,
- Carriage & Western Art Museum,
- Santa Barbara Historical Museum, and Saint Barbara Parish.
Testimonials

American Riviera Bank “We love Old Spanish Days Fiesta. It’s fantastic exposure for American Riviera Bank, and we are excited to be part of its 93 year tradition of preserving our local heritage and culture.”
Joanne Funari, Executive Vice President and Chief Operating Officer,
American Riviera Bank and La Presidente 2011

FLIR Systems: “The best part of Fiesta each year is seeing the entire community come together, either as a volunteer behind-the-scenes, as a performer, or as a welcome guest enjoying the events. We are proud to be part of the funding that assures this amazing festival continues for years to come.”
Janice Howell, Director of Human Resources, FLIR Systems, Inc.
Sponsor since 2009

Goleta Valley Historical Society: “We are proud to partner with Old Spanish Days in putting on the fantastic Goleta event – Fiesta Ranchera! Partnering with OSD helps preserve our local history, culture and heritage, and works to ensure these wonderful traditions continue.”
Amanda De Lucia, Executive Director, Rancho La Patera & Stow House
Partner of OSD since 2007

Impulse Advanced Communications: “We enjoy our involvement with Old Spanish Days and appreciate all they do for the community. Our sponsorship has provided an opportunity for our employees and customers to enjoy the many networking events, and has also provided our company with great exposure within the local community. Fiesta is an amazing part of our community and we support it every year so that it will continue to be so.”
Dave Clark, President, Impulse Advanced Communications
Sponsor since 1999

Cox Communications “We love participating in Old Spanish Days because of all they do for the community. As a family owned and operated business, Cox Communications is deeply committed to investing in the communities we serve. We are proud to support Old Spanish Days’ commitment to giving back and our collective celebration of the history and diversity of Santa Barbara.”
Kristen McLaughlin, Market Vice President, Cox Communications
Sponsor since 2005
“It is impossible to stage a fiesta here unless the people of the community have the spirit of the Fiesta themselves. The Spirit of the Fiesta is not a tangible thing to be dug out of a chest and exhibited for three days every year. The Fiesta spirit is a latent force which springs to life during the celebration, giving the city a joyous and festive appearance in which the legacy of the past is brought again to light.”

Sam Stanwood, El Presidente, 1927 - 1947

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Be a part of Fiesta....

For sponsorship and underwriting opportunities please contact:

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