







SAZA Commission, Inc.
San Antonio Zulu Association (SAZA)
PO Box 8042 San Antonio, Texas 78208
info@saza.org
tasteofneworleans.info





### The Benefits of Your Sponsorship:

All net event proceeds go back into the community through our annual youth college scholarships and annual benevolent community programs/initiatives

Connect with over 30,000 consumers that are actively demonstrating their purchase power in a festive way

Create new brand loyalty/enhancement opportunities for your organization

Further demonstrate your organizations commitment to providing opportunity for those in need

Reach a diverse population of people enjoying family friendly entertainment in a food and music rich environment

Support an organization with a proven 35 + year history of commitment and dedication to making a difference in the lives of many

And remember...Your chosen level of sponsorship is not only tax deductible, but also an opportunity to show your brand/organization is visible and relevant to a heavily social media active crowd

We are a 501(c)(3) non-profit organization

### **Event Demographics & Your Outreach/Community Impact Opportunities**

"A Taste of New Orleans" is one of 100 local non-profit events that generate an estimated \$284M economic impact for Fiesta San Antonio and community.

Our 3-day event brings over 30,000 diverse visitors through our event gates each year.

- ❖ 40% Hispanic, 30% African-American, 25% Caucasian, 5% other
- ❖ 60% Women / 40% Men

### **Social Media Impact:**

Facebook Followers: 3000+ Facebook Page Likes: 3000+

Facebook Page Views

25-34 yr olds: 10% Women / 3% Men 35-44 yr olds: 23% Women / 7% Men 45-54 yr olds: 21% Women / 8% Men 55-64 yr olds: 12% Women / 5% Men 65+ yr olds: 4% Women / 3% Men Instagram Followers: 2,000 + and growing

### **Print Media:**

Express-News, The San Antonio Current Television Media:

Fox29, KSAT12, KENS5, WOAI4, Telemundo Radio Media:

WOAI 1200, Q101.9, JACK-FM 102.7, KTFM 94.1, KRTU 91.7, KYSM 90.1











#### **About our Event/Organization**

Our 38th annual "A Taste of New Orleans" is an iconic Fiesta San Antonio celebration that will be held in April of 2025, that draws nearly 30,000 guests to a festival showcasing New Orleans' eclectic roots with food, drinks, live music, arts and crafts, for young and old alike.

If you want to experience unique and exquisite New Orleans food in a festive atmosphere, don't miss this 3-day fest, alive and kickin' with the tastes and sounds of 'Nawlins. Nowhere else can you experience mouth-watering Creole and Cajun dishes like gumbo, crawfish, shrimp etouffee, red beans & rice, boudin and many other favorite cuisines of the region. You will think you are in New Orleans at this family-friendly event featuring amazing toe tappin' music from Dixieland to Smooth Jazz and Zydeco, straight from the Crescent City. Join the 2nd line parade through the grounds with a brass band leading the way, or simply sit back, relax and enjoy the entertainment while taking in the Big Easy experience.

The San Antonio Zulu Association/SAZA Commission Inc. is a benevolent 501(c)(3) not-for-profit organization founded with the mission to assist the greater San Antonio community. In 1982, SAZA joined the Fiesta San Antonio Commission as a Participating Member Organization (PMO). What began as "Fiesta West" at Rosedale Park in 1983, turned into "A Taste of New Orleans" in 1985, when the event was relocated to St. Paul Square, near downtown San Antonio. Since that time, this event has risen to become one of the true jewels of Fiesta San Antonio, and is now held at the Sunken Garden Theater in Brackenridge Park. The proceeds from this 3-day Fiesta event enables the Zulu organization to continue giving back to the community by providing college scholarships to tomorrow's emerging leaders, which are the youth of our San Antonio community. The Zulu membership is made up of 41 dedicated volunteers committed and dedicated to the success of numerous philanthropic outreach programs throughout the San Antonio community.

# Marketing and Promotional Opportunities 37th Annual "A Taste of New Orleans" Fiesta San Antonio 2024

**Chief Zulu Level Sponsorship - \$30,000 or more** (may include cash and/or in-kind contributions)

- Continuous public announcements of your organization's association with "A Taste of New Orleans" before, during, and after the event throughout the 2024 year
- Prominent brand logo displayed on stage for all event days (your signage)
- Prominent brand logo displayed at all entry gates for all event days (your signage)
- Prominent brand logo displayed in VIP/Hospitality area (your signage)
- Brand logo displayed on all event banners throughout the San Antonio community (commitment needed before March of event)
- Brand logo displayed on all event posters and signs
- Brand logo included in all print and radio ads for ATONO
- Brand logo prominently displayed on SAZA website
- Brand logo posted to SAZA social media sites (Facebook, Twitter, Instagram)
- An informational/promotional table (if desired)
- 100 event complimentary entry tickets
- VIP entry for your special guest with access to Hospitality area
- In person inclusion in on-air media event coverage/promotion opportunities

### **Zulu Level Sponsorship - \$20,000 or more** (may include cash and/or in-kind contributions)

- Public announcements of your organization's association with "A Taste of New Orleans" before, during, and after the event
- Brand logo displayed on stage two event days (your signage)
- Brand logo displayed at all entry gates two event days (your signage)
- Brand logo included in all print and radio ads for ATONO
- Brand logo prominently displayed on SAZA website
- Brand logo posted to SAZA social media sites (Facebook, Twitter, Instagram)
- 60 event complimentary entry tickets
- VIP entry for your special guest with access to Hospitality area

### Leader Level Sponsorship (Event Stage Sponsor) - \$15,000 (may include cash and/or in-kind contributions)

- Your organization's name/logo affixed by large visible banner, and identified as the entire event concert stage sponsor.
- Full advertisement of event stage sponsorship included on all publications, ads and social media
- Examples; Join us Friday, Saturday, Sunday as we welcome a phenomenal band line up performing live on the [Your Company Name] Stage at The 2025 "A Taste of New Orleans" Official Fiesta Event.
- Public announcements of your organization's association with
- "A Taste of New Orleans" before, during, and after the event
- Brand logo prominently displayed on SAZA website
- Brand logo posted to SAZA social media sites (Facebook, Twitter, Instagram)
- 60 event complimentary entry tickets
- VIP entry for your special guest with access to Hospitality area

Warrior Level Sponsorship - \$10,000 or more (may include cash and/or in-kind contributions)

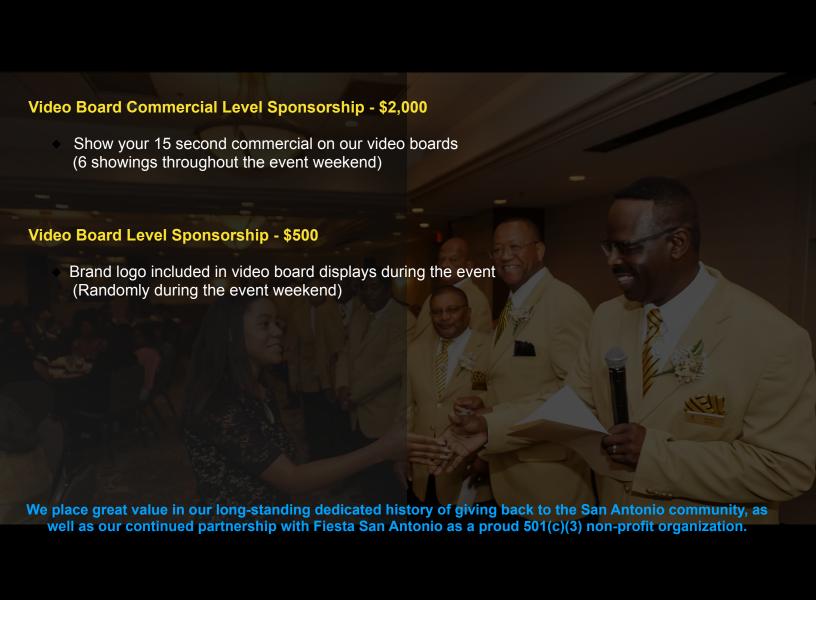
- Public announcements of your organization's association with
  - "A Taste of New Orleans"
- Brand logo displayed on stage one event day
- Brand logo displayed at all entry gates one event day
- Brand logo displayed on all event banners throughout the San Antonio community
- Brand logo included in all print and radio ads for ATONO
- Brand logo prominently displayed on SAZA website
- Brand logo posted to SAZA social media sites (Facebook, Twitter, Instagram)
- 25 event complimentary entry tickets
- VIP entry for your special guest with access to Hospitality area

Brave Level Sponsorship - \$5,000 or more (may include cash and/or in-kind contributions)

- Brand logo included in all print and radio ads for ATONO
- Brand logo displayed on SAZA website
- Brand logo posted to SAZA social media sites (Facebook, Twitter, Instagram)
- 2 VIP passes and 10 complimentary entry tickets

Monarch Level Sponsorship - \$2,500 or more (may include cash and/or in-kind contributions)

- Brand logo included in all print ads for ATONO
- Brand logo displayed on SAZA website
- 4 complimentary entry tickets



## Select.Contact.GiveBack

We thank you in advance for making a decision that makes a difference.







### Contact us now...

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Questions... tremell.brown@saza.org