

MAY, 13TH 2017

30th Anniversary of Argentine Festival in the USA



The Festival will include a stage with details made by Argentines that allows a better view of the different regions of the nation, it high quality music, culture, books, folklore, tango, dances, classes and contests.



The additional activities include: Tango classes, Great Argentine & Latin American Artisan Festival, Exhibitors, Comic designers, Art Painters, Jewelry Makers, Typical Foods, and Argentine Day in Arlington, Virginia in the USA.

CATÁLOGO 2017



THE FESTIVAL

The Argentine Festival in the USA Winner of the 2012 Gold Presidential Volunteer Prize and Call to Service 2010 for doing community service throughout its life that deserves the Community.

The Argentine Festival is the USA gathers great importance due to:

- Promotes and broadcasts the Argentine culture in the USA
- The public comments its great desire to buy our products, as well as get to know our nation.
- Fortifies the sense of belonging of the Argentine Community that resides in the USA, and that are far way from its country of origin.
- Is a spot of relations between Argentine, and other members of the Hispanic and American Communities.
- It is also a promoter of the cultural, economic, and tourist activities of Argentina in Arlington County, and its metropolitan area, towards the Spanish speaking and International Communities.



The festival takes place since 1987 in a continuous format and gathers distinguished performers of the Argentine music and dancers. In addition, it broadcasts our cultural products: the arts, gastronomy, crafts, and tourist destinations.

Since its beginning, it has taken place in a variety of settings, from the Library on Columbia Pike, to the open air performances at Barcroft Park, and cultural spaces like the Thomas Jefferson Theatre, all in Arlington.



The Festival aims to promote international transactions.

BUSINESS PROPOSAL

Why Become a Sponsor

Profile of the Attendee to the Festival

American, Argentine, and Hispanic families attend attracted by the culture represented in the dance, music, gastronomy, and regional items. Politicians from Arlington County, of the Commonwealth of Virginia and other of other locations with the USA attend. Business people interested in discovering products and services from Argentina, as well as seekers of new business opportunities come.

Presence of the Festival and International Exposure

The Festival is advertised in the main Hispanic-American, and American media outlets as well as in virtual form via its website and data base.

Affordable Prices

Your business can be present at the Argentine Festival in the USA in the ExhibitorNet of the Hall of the Thomas Jefferson Theater. There are options to facilitate your presence without having to travel great distances nor, to make huge investments. Today, you can participate in an International Festival with costs similar to a local event, but with the benefit of international exposure.

SPONSORS AND CURRENT

Businesses and Institutions, both American and Argentine, have put trust in us, and continue to do so today. They are as follows:

Embajada Argentina en Washington / Aerolíneas / Turismo de la Provincia de Buenos Aires and Arlington / Data Eventos / Kentons / Virginia Commission for the Arts / Arlington Cultural Affairs Division / Arlington Economic Development / Inversores / Il Bastone / Gestion Argentina / GWHCC / Medios / Collaborators and many more!

SPONSORSHIP PACKAGES

Festival Package \$3,000

- Acknowledgment in all promotional materials
- Recognition during the Opening Ceremony
- One 10' x 10' tented booth, or 9' rectangular table with chairs
- Advertisements in Spanish and English newspapers (100,000+ readership)
- Logo on our website (over 10,000 hits)
- Logo on all official posters
- Banners in the Festival Hall and/or Stage (to be provided)
- Full page ad in Festival Program
- Logo on Festival postcards
- Six (6) public announcements on stage
- Three (3) VIP passes

Americano Package \$2,000

- Acknowledgment in all promotional materials
- One 10' x 10' tented booth, or 9' rectangular table with chairs
- Logo on our website
- Logo on all official posters
- Full page ad in Festival Program
- Four (4) announcements on stage
- Two (2) VIP passes

Gaucha Package \$1,000

- One 10' x 10' booth, or 9' rectangular table with chairs
- 1/2 page ad in Festival Program
- Logo on our website
- Two (2) announcements on stage
- Two (2) VIP passes

Gauchito Package \$500

- One 10' x 10' booth, or 9' rectangular
- Business Double Cards ad in Festival Program
- Two (2) VIP passes

Thank you for your business support!

BOOTHS

Corporate (\$850) includes Banks, Public Services, Telephone, and National or International Businesses. You will receive a 10' x 10' tented booth, or a 9' rectangular table with two chairs.

Commercial (\$350) includes small and medium businesses with local or regional operations. Space only; provide a 10' x 10' tented booth or a 9' rectangular table.

Governmental (\$300) is a collection of agencies which will share a rectangular space. Tables and chairs provided. Three (3) agencies per 9' rectangular table. Tented booth or three 9' rectangular tables and chairs.

Arts and Crafts (\$150) includes hand-made wares such as ceramics, jewelry, textiles, photographs, sculpture, and paintings. Space only; provide a 9' rectangular table.

Non-Profit Groups (\$250) includes community-based organizations (local, regional, or national). Space only; provide a 9' rectangular table.

Food (\$750) includes an Arlington "Application for Temporary Food License" form-processing fee. You will be responsible for reading the food checklist. Someone on-site must be a certified food manager, or must comply with the Arlington County Food Code. There will be a pre-event inspection by the Health Department around 3:30 PM. Vendors must have their own operating license. Space only; provide your own 10' x 10' tented booth.

Stand Soft Drinks and Fruit (\$200) includes non-alcoholic beverages, fruits, and ice cream.

Note: existing patrons apply a 20% discount.

Checks should be made payable to "Festival Argentino".

PROGRAM ADS AND WEBSITE

The Program is the official publication of the Argentine Festival. It contains information about our sponsors, partners, and participants (artists, musicians, dancers, folklore groups, exhibitors, and vendors). A complete program and logistical information is included, as well as letters of support from dignitaries, social organizations, companies, and the directors of the Festival.

1,000 copies will be printed, along with 10,000 postcard copies; 35,000 emails will be distributed, and press releases will be printed in local newspapers. Medios y Radios, and more!

You may email your ad - include all artwork and photos. Acceptable file formats are PDF, EPS, TIFF, and JPG (high resolution). Please email your ad to info@festivalargentinousa.com.

Deadline is until May 1, Yearly. Information subject to change.

Rates

Full Page (8.5 x 11 in)

Back Cover – \$1,000

Inside Third Page – \$750 Inside – \$400

Inside Front Cover – \$750 Inside Back Cover – \$500

Half Page (8.5 x 5.5 in)

Inside – \$400

Quarter Page (4 x 5 in)

Inside – \$250

Business Cards

Simple - \$60

Double - \$100

Important Rules and Regulations

1. Tents or canopies for food must have a flame-retardant certificate.
2. All vendors and exhibitors must have a certificate of liability insurance.
3. Booth spaces are exclusively for the company or entity identified in the application, and is only valid for the sales of goods or exhibition materials described in the application. You cannot transfer, resell, or share your booth with other individuals, businesses, or entities.
4. All food vendors are encouraged to attend an orientation session with the Public Health Division of Inspectors at 800 South Walter Reed Road, Arlington, VA 22204. (Call 703-228-7400 or fax 703-228-7401).
5. The Festival reserves the right, at its sole discretion, to lay out all booths according to our logistical needs, and in compliance with Virginia emergency statues. Vendors and exhibitors

agree that all goods, activities, and equipment must be strictly contained within the assigned space stipulated in the contract.

6. Food vendors must stop selling at 10:30 PM. All vendors and exhibitors must exit the area by 11:00 PM.

7. If your permit is suspended by authorities for health or safety code violations during the Festival, no refund will be issued.

PROMOTION AND BOOTHS

POLICY FOR ALL: 50% at confirmation 50% on May 1 of the year event.

Commercial Booths

\$350 - \$650 negotiated

Space for commercial booths is provided. Provide your own 9 foot rectangular table and chair, as well as any promotional material that you wish to distribute. We may provide a table and an extra chair for an extra cost.

Food Booths

Exclusivity \$2,000. Two maximum allow \$950 it includes \$100 temporary fee and \$100 refund deposit.

Space for food booths is provided. Provide your own 9 food rectangular table and chair, as well as any promotional material that you wish to distribute. We may provide a table and an extra chair for an extra cost. You are responsible for tents, tables, and equipment. Banners are allowed. Alcoholic drinks are prohibited. Need to past Arlington county onsite food inspection at 3:30pm.

Arts and Crafts Booth

\$70 - \$150

Space for arts and crafts booths is provided. Provide your own 9 foot rectangular table and chair, as well as any promotional material that you wish to distribute. We may provide a table and an extra chair for an extra cost.

Sponsor

\$1,000 - \$4,000

Space is provided for sponsors. Provide your own 9 foot rectangular table and chair, as well as any promotional material that you wish to distribute. You should provide to us all logos, advertising materials for the sponsorship one and half month in advanced of the date of the event.

Information for Sponsor and Community Service – Embassy of Argentina, Social organizations. It is negotiated due to limited space. Space is provided for media-sponsor and community service. Due to limited space, this category is only available through sponsorship pre-approval and negotiation with the Festival’s Director.

Thomas Jefferson Theater – Arlington County
125 South Old Glebe Road, Arlington VA 22204
May 13th, 2017
4pm Open Food Sale and Exhibitors
SHOW: 6pm-10:30pm (included intermission) Rain or Shine.

International programming of the festival is made possible through the generosity of the Embassy of Argentina, VA Argentine Committee. The program is supported in part by the Arlington Cultural Affairs Division of Arlington Economic Development and the Arlington Commission for the Arts www.ArlingtonArts.org. TJ theater, sponsors, artists, exhibitors, media and volunteers. Festival Argentino is partially supported by funding from the Virginia Commission for the Arts and the National Endowment for the Arts.

REGISTRATION REQUIRED

Festival Argentino USA Winner of the 2012 Gold Presidential Volunteer & 2010 Call to Service Award for lifetime community work serving our community cordially invite you to the

... championing the development of Argentine and Hispanic-American culture through the sharing of entertainment, food, business, culture, music, and education, with a focus on building unity in the community, leading change, and achieving results in the performing arts.

Your registration request must be received on or before May 1, yearly. Exhibit space will be assigned by numbers given and on a first-come, first-serve basis. 50% at confirmation and 50% on May 1, yearly.

1. Name of Applicant/Organization (Name, Title):

E-mail address:

Work/Day Phone:

2. Alternate contact (Name, Title):

E-mail address

Work/Day Phone:

Dear Argentine Committee:

I request that the Committee consider and approve my application for participation in the Argentine Festival, in the following category: (circle)

Type of Organization:

- Federal/State or Local Agency
- Private Organization and/or Educational Entity

Registering as which type of space:

- Commercial
- Catering
- Arts And Crafts
- Booth Space
- Media-Sponsor

Should I be approved, I promise to obey all requirements, obligations, and regulations of Arlington County and the Argentine Festival for this event. I also assume responsible for all third party staff which will accompany me at the event.

Signature and Date

Instructions: This application should be completed and sent to the Argentine Committee, upon confirmation and soon after 50% payment and the rest 50% at least no later than (28) days before the event to secured your agreement, processing and approval. You can communicate with us via e-mail at festivalargentinousa.com or via fax: (703) 212 5851. The applicant should be pay by cashier’s check or money order. If providing food, add \$100 for a temporary license and \$100 cleaning deposit, to be refunded after the event. Before signing, **please confirm that you read and understand all regulations.**

For additional information, please visit www.festivalargentinousa.com

OFFICIAL USE ONLY

Application was received on

Given the booth number