

the group



July 14, 2010

Mr. David Ready
City Manager
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92263-27743

Re: Fiesta Days in Palm Springs

Dear Mr. Ready,

This letter is to invite the City of Palm Springs to support Fiesta Days in Palm Springs slated for September 18 and 19 at the O'Donnell Golf Club. Fiesta Days in Palm Springs is a celebration of Latino culture and heritage unlike anything that the city has hosted before. This family-friendly event will feature top talent from the Latino music scene covering music genres that include the traditional *mariachi* to Tex-mex, Spanish-rock and hip-hop, rhythm & blues, *norteño*, and more. Families will be able to enjoy the festival atmosphere we are creating with over 30 vendors and restaurants, many from local businesses.

We are requesting that the city be one of our sponsors with a \$10,000 sponsorship. Already, Spa Resort Casino has committed to be our presenting sponsor. This would place the city with blue-chip marketers that have committed such as Budweiser, Coca-Cola, and The Southern California Ford Dealers Association. We are finalizing agreements with Wells Fargo Bank, Mission Tortillas, Stater Brothers, and the portfolio of wines and spirits from nationally know distributor, Youngs Market among others.

This two-day event will attract people from the entire Southern California region as our marketing and advertising plan will include cable TV in the Inland Empire, broadcast television and radio here in Palm Springs, newspaper and magazines from L.A., San Diego and our own Desert Sun and La Prensa Hispana. We will also be marketing the event via 19 websites that reach Latino music aficionados on a global scale through advertising and public relations.

Our intention with this event is to make it an evergreen happening bringing the community of the entire Coachella Valley and beyond together to celebrate the contributions Latinos have made to our fair city on an annual basis. In short, our vision is to ensure that people walk away from this event with the feeling that *todos estan bienvenidos en Palm Springs* - everyone is welcome in Palm Springs.

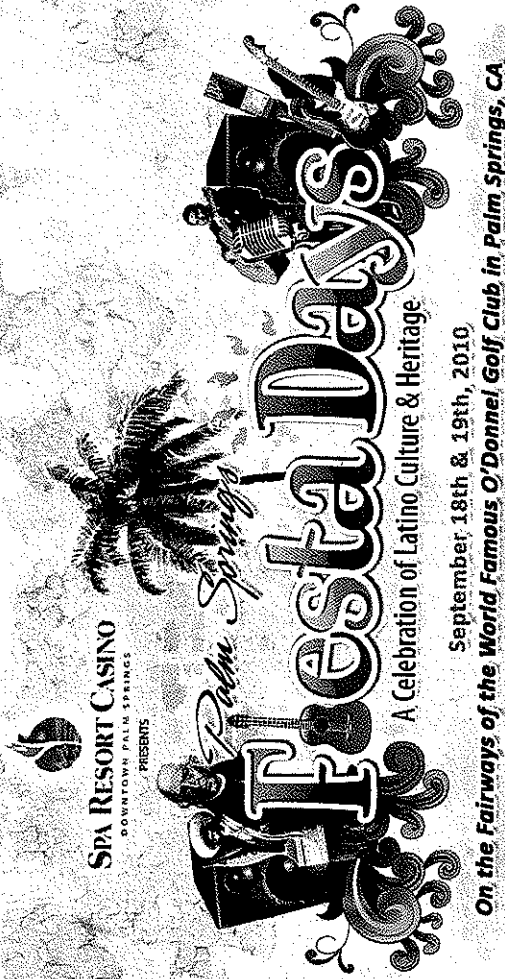
We sincerely hope that you, our honorable Mayor and City Council will accept our invitation to sponsor our event. The great thing about the invitation is that there are no consequences if the invitation is not accepted. Just like an invitation to a party, the event will go on.

Respectfully submitted,

J. Alex Gomez
Creator & Executive Producer

2981 E. Los Posas Circle • Palm Springs, CA 92264

ITEM NO. 24



Event Overview & Sponsorship Opportunities

Presented to:

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



Overview

At the foothills of the San Jacinto Mountains on the Fairways of the Famous O'Donnell Golf Course

The intention of Fiesta Days in Palm Springs is to bridge the culture of the Coachella Valley in a family friendly music festival featuring foods and crafts representing the diverse Latino community.

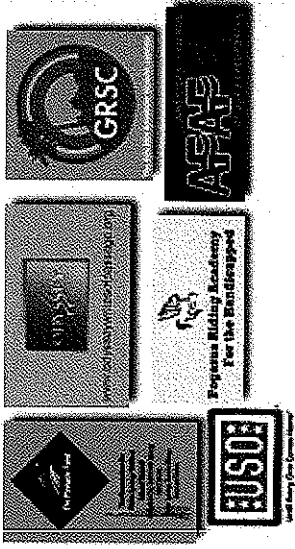
The spirit of this first-ever-in-Palm Springs event from its conception has been to bring people of all walks together into the community of Palm Springs.

The cool factor of this event is to celebrate Latino culture and our heritage. It is also a way to exhibit the Latino sector as an important community and demographic and acknowledge our culture for the *genit*. It is a way of saying to all who attend "Todos estan bienvenidos en Palm Springs" - Everyone is welcome in Palm Springs.

This year, Fiesta Days in Palm Springs will bring greater significance as Mexico celebrates its bicentennial year of 200 years of independence.

Our Beneficiaries

Portions of the Fiesta Days in Palm Springs event will be donated to the following local charities and community organizations: The Pinnacle Fund for Excellence in Education, The USO, Odyssey Writes of Passage, Pegasus Riding Academy, Golden Rainbow Center Sage, American Friends of our Armed Forces, and other non-profit charities for the betterment of our collective communities.



About Latino Heritage Month

Latino Heritage Month begins on September 15, the anniversary of independence for five Latin American countries—Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. In addition, Mexico declared its independence on September 16 and Chile on September 18.

Latino Heritage Week was initiated in 1968. President Lyndon Johnson proclaimed the first Latino Heritage Week at a time when migration from Central and South America was beginning to expand. Yet, there have been Spanish-speaking people in what now is the United States for almost 500 years, ever since California, Florida and the Mississippi River were "discovered" by Spanish explorers in the early 1500s. Twenty years later, the commemoration was expanded by President Ronald Reagan to a full month, Sept. 15 - Oct. 15 to help fix attention on an important date in the history of Latinos in America.

The Latino population in the Coachella Valley today accounts for 53.7% of the total population of this diverse valley. Latinos come from many countries with the majority emigrating from Mexico to make the valley their home. Their numerous contributions are seen in many forms from foods to the arts, in business and in the community.

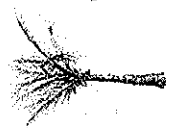
About the group

the group is a joint venture that includes J. Alex Gómez, Executive Producer & Creator and Clancy Grass, Executive Producer & Executive in Charge of Production. The experience and knowledge of the group includes television, film, advertising, marketing, and cultural anthropology.

Additional team members include Entertainment Attorney Kim Jones, Talent Acquisition and Christopher Burkhardt, Vendor Sales and Management.

the group is committed to bringing top entertainment and cultural events to the Palm Springs market. Fiesta Days in Palm Springs is the first of a number of events planned to deliver our mission to our communities.

the group



CAUTION: WALK BEHIND THIS SIGN AT ALL TIMES TO BE SEEN



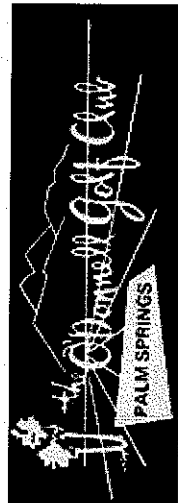
The O'Donnell Golf Club is where some of the pioneers and early social elite of Palm Springs played. Thomas O'Donnell first purchased the land in 1925 and built the O'Donnell Course.



Together with his partners, they were responsible for piping water into Palm Springs before the aquifer had been discovered underneath the Village in Downtown Palm Springs. Bob Hope played with his son, Tony, during the colorful 1940's at this, the first golf course in the city.

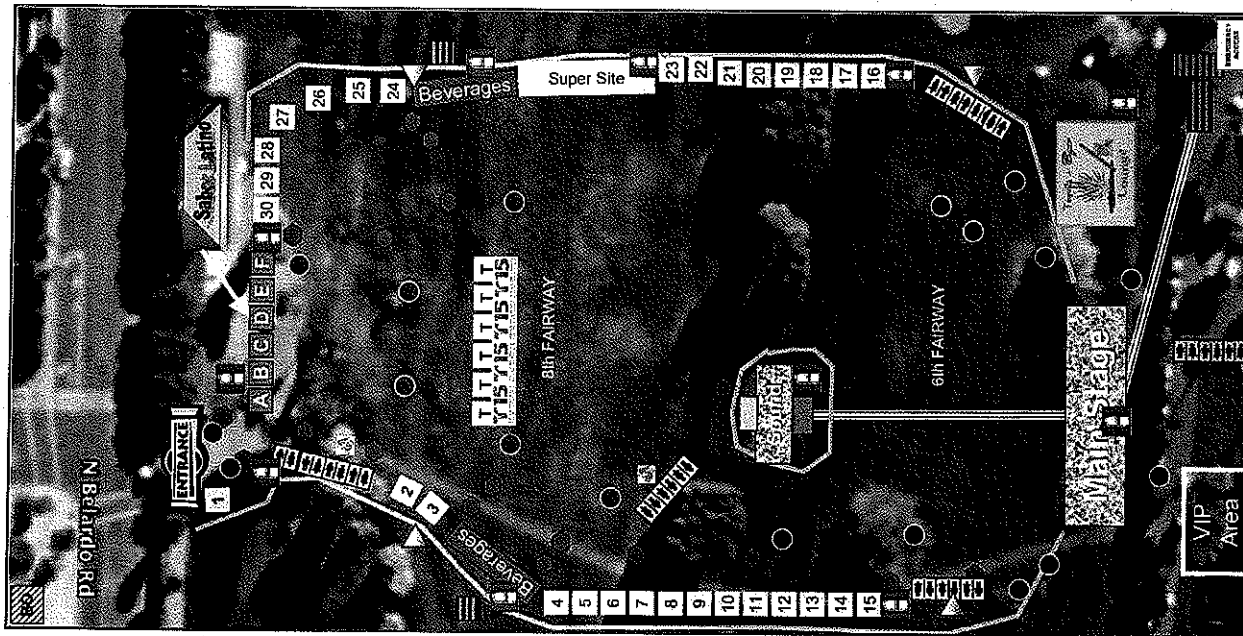
The golf course entrance at the intersection of Belardo and Amado Roads in Palm Springs will serve as the General Entrance for the Fiesta Days in Palm Springs music festival. The Main Stage will be on a portion of the 7th hole fairway. The audience will be allowed to sit or stand on portions of both 6th and 8th fairways. There will be a VIP area to view the festival performances to the right of the stage. There will also be a backstage catered area for VIPs to mingle with performers and enjoy the O'Donnell Club house.

Capacity of the festival will be in the area of 5,000 to 7,500 people each day.



©2015 O'Donnell Golf Club
All Rights Reserved

The Venue



the group

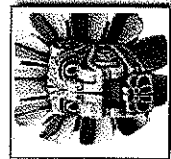


A Festival Atmosphere for the Entire Family to Enjoy

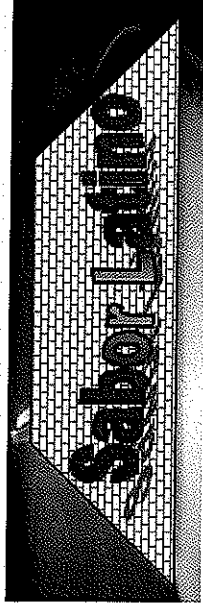
Approximately 32 Vendors and Sponsors will adorn grounds of the O'Donnell Golf Course and surround the Music Festival. Vendors will include Latino arts & crafts, books, apparel, accessories, food and more.

A Super Site is available for major sponsors or sponsors' retail partners to set up an opportunity for sampling and product give-aways.

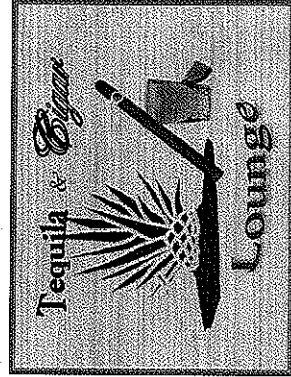
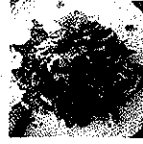
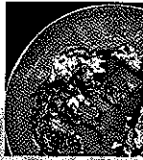
A small musical stage may also be placed with two 10 x 10 booth areas to accommodate local talent who will be there to entertain our guests throughout the day. The onsite vendors will be open throughout the event.



The Onsite Event



Sabor Latino will feature some of the best restaurants of the Coahuella Valley showcasing their menus and foods that will delight the public at Fiesta Days. From the traditional to the fusion, people will enjoy the influence Mexican gastronomy covering Veracruz, Baja, Jalisco, Puebla, Oaxaca, and more. People will also delight in foods from Nicaragua, Peru, Guatemala, El Salvador and Panama.



The Tequila & Cigar Lounge will provide VIP and selected guests the opportunity to savor artisan tequila and cigars in a special lounge where they will be able to enjoy the ambiance of the music festival.

the group



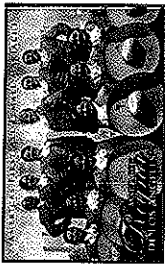
THE O'DONNELL GOLF CLUB
A MEMBER OF THE O'DONNELL GROUP



September 18th & 19th, 2010
 A Celebration of Latino Culture & Heritage
 On the fairways of the World Famous O'Donnell Golf Club in Palm Springs, CA

Talent Line-up

Saturday, September 18th



Our Host: Comedian Ernie G*

Sunday, September 19th



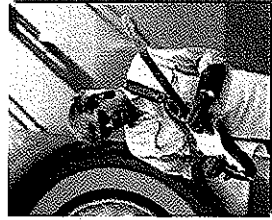
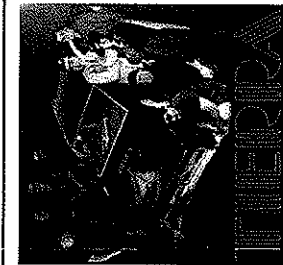
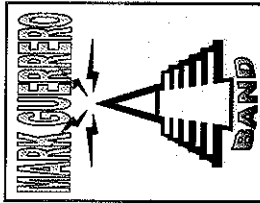
Mariachi Reyna de Los Angeles*



Mariachi Serenata Mexicana*



La La Romero*



Jorge featuring **SANTANA**

* Confirmed to Appear

the group

Quetzal™, SIA & Peppercorns are trademarks of SIA.





Media Support

2010 Media Plan

WEEK OF	July			August			September					
	05	12	19	26	02	09	16	23	30	06	13	20
LOCAL/REGIONAL MAGAZINES	[Redacted]											
LOCAL TABLOID/GUIDES	[Redacted]											
LOCAL NEWSPAPER	[Redacted]											
ONLINE	[Redacted]											
BROADCAST	[Redacted]											
TELEVISION TRPS	96	96	96									
- A25-54 TARGET SPOTS	40	40	40									
RADIO TRPS	186	186	186									
- A25-54 TARGET SPOTS	138	138	138									

• **Our Media Plan encompasses established partner relationships with local print, online and broadcast groups that combined will allow Fiesta Days to generate over 2.0 million gross impressions.**

the group



© 2010 Palm Springs Fiesta Days. All rights reserved.



Media Promotions

Media Partners

Desert Radio Group with their group of stations will provide the promotional radio muscle to reach a large portion of the audience and help generate the exposure of your brand with our event.

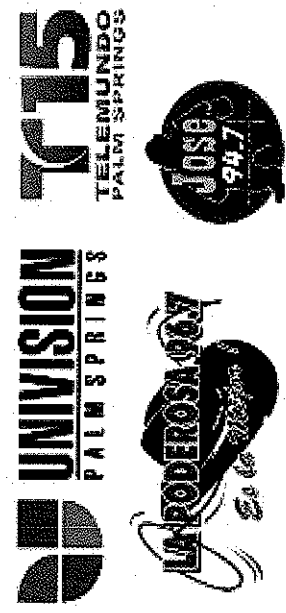
On-air ticket give-aways, performer interviews, and on-site remotes will make this the must have ticket in the Coachella Valley.



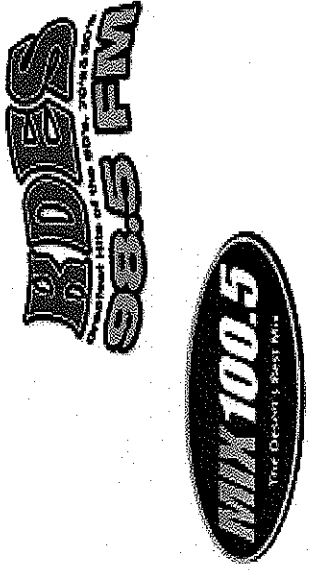
With television being such a powerful medium providing sight, sound and motion, the message will be carried in English via two of the top TV stations, KESQ, the ABC affiliate and KDFX, the local Fox Network affiliate. As partners, both stations will provide television audiences with opportunities to hear about any updates on the event, on-air promotions, and reminder messages to get their tickets for the show.



With Spanish-language media, your brand will be exposed to this important demographic via the market leader Univision on Television and with Telemundo providing support coverage. Additionally, Spanish-speaking radio audiences will be reached through the leading radio stations regardless of language, KLUNA-FM and 94.7 Radio Jose with their unique blends of Mexican regional and popular Spanish-language music.



Secondary radio support will be provided by R&R Radio with its KDES station featuring the hits of the 60's, 70's and 80's, and Mix 100, with its contemporary hit music offerings.



©2010 Desert Radio Group
All Rights Reserved

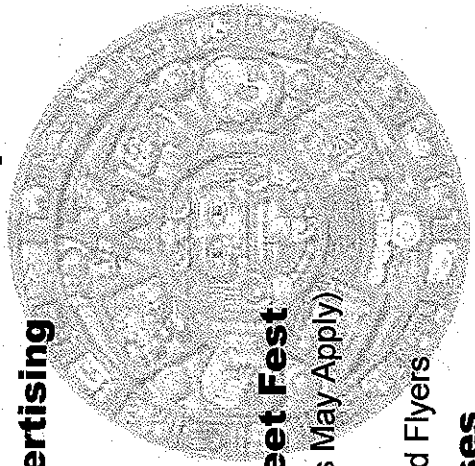
the group



El Diablito Package



Appears As "...Fiesta Days in Palm Springs Also Sponsored By"



- **Large Sponsor**
 - Named Sponsor In All Press Materials
 - On-site Promotional Tie-in
 - Logo On Posters, Flyers And Banners
 - Over 3 Million Gross Impressions
- **Onsite Booth For Display In Street Fest**
 - Category Exclusivity (Partial Exceptions May Apply)
 - 8 Banners Throughout Venue
 - Logo On Stage Front Wrap, Posters and Flyers
- **10 VIP Tickets/Back-stage Passes**
 - Includes Catered Area With Buffet Meals And 2 Free Drinks
- **8 General Admission 2-day Passes**

TOTAL VALUE \$17,000

Packages Available: 3

Your Price: \$10,000

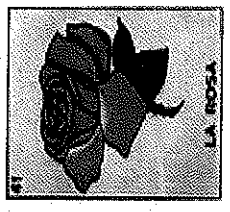


© 2010 by SPA
THE PALM SPRINGS RESORT CASINO
PALM SPRINGS, CALIFORNIA

the group

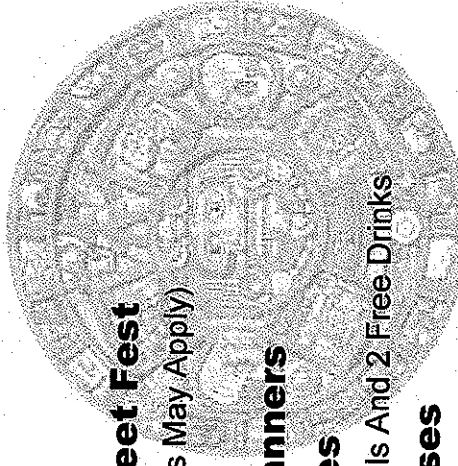


La Rosa Package



La Rosa Sponsor

- **Logo and Title On Print Advertising**
 - Named Sponsor In All Press Materials
 - Over 2 Million Gross Impressions
- **Onsite Booth For Display In Street Fest**
 - Category Exclusivity (Partial Exceptions May Apply)
 - 6 Banners Throughout Venue
- **Logo On Posters, Flyers And Banners**
- **4 VIP Tickets/back-stage Passes**
 - Includes Catered Area With Buffet Meals And 2 Free Drinks
- **4 General Admission 2-day Passes**



TOTAL VALUE \$9,000

Packages Available: 5

Your Price: \$5,000



Outback and
The Entertainment Authority
are trademarks of Outback Group.

the group