



123 ANDRÉS would like to invite you to become a sponsor during his  
**2017 BENEFIT HOLIDAY CONCERT**

## A GIFT FOR ANDRÉS

Sunday, December 17, 2017  
Two Concerts: 11 am & 3 pm  
Emcee: *Valeria Barriga, TV Host Telemundo*

### A GIFT FOR ANDRÉS

Supporting the Greater DC Diaper Bank  
Kreeger Auditorium  
6125 Montrose Road - Rockville, MD 20852

As part of our annual holiday tradition, 100% of the net proceeds will be donated to a non-profit organization supporting children in our community. This year, we are happy to announce that we will support the Greater DC Diaper Bank.

The Greater DC Diaper Bank provides free diapers to low-income families in the DC metro area, donating more than 150,000 diapers to over 3,600 families each month. In the past 8 years they have donated over 5 million diapers, and the number keeps growing.

## WHO IS 123 ANDRÉS?

Andrés Salguero, better known as 123 Andres, is a Latin Grammy-winning artist and a leading voice of music for kids and families in the DC area, and across the US. He has been featured in the Washington Post, El Tiempo Latino, and DC affiliate stations for Univision and Telemundo. He performs nearly 100 concerts a year in the DC area, from local public libraries to the Kennedy Center and Wolf Trap, with his trademark of high-energy, joyful sounds that appeals to a broad range of families with young children.



## WHY SHOULD YOU BECOME A 123 SPONSOR?

Becoming a "123 Sponsor" supports the Greater DC Diaper Bank and is a wonderful opportunity for your company to support an important cause and gain brand exposure with the audience on the day of the concert - 600 attendees, including children (age 1-8) and parents - and with the 123 Andrés fan community at large for weeks and months leading up to the event.



## PARENT DEMOGRAPHICS

- 60% women, 40% men
- Age 25-60
- Spanning the DC Metro Area
- Parents interested in investing in their children's education and always looking for new products and activities to keep their children entertained and engaged.

## SOCIAL MEDIA EXPOSURE

123 Andres is also very active on social media and his success can also be seen through the large number of followers and views on his social media outlets.



>1,800 subscribers and >300,000 views



>5,000 followers



>16,000 followers

The sponsorship options offered in this package include not only exposure the day of the show, but will allow your brand or product to be part of the show, and will give you the opportunity to have over three months of social media exposure, depending on when your participation is confirmed. We encourage you to review all sponsorship levels and give us a call to discuss in further detail your company's current needs and create an even more personalized package for your company.

We look forward to your participation as a "123 Sponsor" for **123 Andrés' Benefit Holiday Concert**. If you have any questions, please do not hesitate to contact me.

Best Regards,

**Laura Sosa**

Event Coordinator  
Events@123andres.com  
Cell: 703-624-1485



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Sponsorship Package Descriptions	Presenter (\$4,000)	Official Photographer (\$3,000)	PLATINUM (\$2,000)	GOLD (\$1,000)	SILVER (\$600)	BRONZE (\$300)
NUMBER OF SPONSOR SPOTS AVAILABLE	ONE	ONE	TWO	THREE	ONE	FIVE
Presenter Designation: Official Presenter of the holiday concert "A Gift for Andrés". Brand or Product can also be included as part of the show.	●					
3 minutes speaking time on the stage prior to each show	●					
Photobooth: 40 inch LCD screen photobooth for children and parents to take pictures with fun physical props. Unlimited 4x6 high quality prints, and ability to get digital copies by entering email addresses. Prints will have your logo at the bottom of the photo, and a digital copy will be shared on your Facebook page every time someone shares a picture on social media.		●	●			
A 45 min. 123 Andrés Show: A 45 min. 123 Andrés concert for your next company party or to be donated to a charity of your choice. (Date will be determined based on Andrés' current calendar.)			●			
Andrés Endorsement of your product via social media live broadcast (reaching 20k + combined social media followers)			●	●		
Goodie Bag: Your company will have the opportunity to offer a giveaway bag to all attendees.					●	
2 VIP Passes	●	●				
2 General passes			●	●	●	●
Logo on Event Postcard (must commit by October 2, 2017) 1,000 prints	●	●	●	●	●	
Logo on projector and on signage (size of logo will vary depending on the sponsorship level)	●	●	●	●	●	●
Logo/Name Recognition on 123 Andrés website	●	●	●	●	●	●
Facebook Page and Instagram recognition (20k + combined Followers) after the concert	●	●	●	●	●	●
Logo on September-December 123 Andrés Fan Newsletters (2k + subscribers) and on "Thank You" email to all attendees after the concert.	●	●	●	●	●	●