



# *Salsa Challenge*

BENEFITTING THE



# *Sponsorships*

OPPORTUNITIES

Salsa Challenge  
October 11th, 2025  
On Jackson  
Downtown Phoenix, AZ

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## ABOUT

The reinvented Salsa Challenge is a one-day culinary event that will hosts 500 to 1,000 attendees , attracting individuals 21 and older who want to enjoy an evening filled with live music, salsa tasting and a margarita mix off. The event features **over 20 contestants** showing off their hot and mild salsas - comprised of individuals and businesses.

The Salsa Challenge is **the largest annual fundraiser for Arizona Bleeding Disorders**. Arizona Bleeding Disorders is a 501(c)3 non-profit organization that provides caring support, advocacy for healthcare access, and education to assist with independence and management for those with lifelong chronic bleeding disorders.

## EVENT FACTS

- A culinary competition featuring over 60 freshly-made salsas!
- 100% of the proceeds go to charity
- The Margarita Mix-off is a crowd favorite
- Live entertainment
- More than 100 Volunteers
- Live Auction
- Salsa tastings begin at 3pm and salsa winners are announced at 9pm (Grand Prize is \$750 cash!)

## WHAT ATTENDEES ARE SAYING



Morgan Beatty recommends My Nana's Salsa Challenge.

April 14, 2018 · 🌐

We go to the Nana's Salsa Challenge every year. We absolutely LOVED this year's location. Shaded event with access to clean bathrooms. The \$1 trays for chips and salsa were a nice touch and were super helpful. This year's salsas were the best yet! The Margaritas were tasty and refreshing as well.

I highly recommend the Nana's Salsa Challenge.



Crystal Mercado recommends My Nana's Salsa Challenge.

April 13, 2019 · 🌐

Great venue, yummy salsas to try & raises money for a great cause!



Brandi Sturdy recommends My Nana's Salsa Challenge.

April 15, 2018 · 🌐

The event was fun and lots of great booths and Salsa challengers. The Margarita Mix off was fun ! Will be going next year!

# Sponsorship Level Breakdown

## TITLE SPONSOR- \$10,000

- Branding as exclusive title sponsor – event naming rights and prominent placement in event logo
- Title sponsor positioning in all event publicity, including all media marketing – including print, television, and radio media correspondence (approx \$38,000 value).
- 10 general admission tickets & 5 VIP Tickets
- Pre-Event Promotion to include logo inclusion on all event marketing collateral – ie. flyers, general admission ticket, posters, etc.
- Feature logo and downlink on the Salsachallenge.com website and social media promotion
- Exclusivity in product/service category

## MARGARITA MIX-OFF \$5,000 + IN-KIND TEQUILA PRICING

- Exclusivity in Tequila category
- Branding as exclusive presenter of the Mix-Off
- 2 VIP tickets and 5 General Admission tickets
- **Pre-Event Promotion**
  - Logo inclusion in print & digital event marketing
  - Mention in editorial coverage and press releases
  - Social Media Promotion (including 5 posts tailored to your marketing needs)
  - Logo and website link on SalsaChallenge.com website
  - Possible In-store promotion with grocery sponsor
- **Day of Event Exposure**
  - Company banners prominently displayed on the Mix-Off Stage and throughout event
  - 10x10 first priority booth at event
  - Recognition on stage announcing company as Margarita Mix-off Sponsor

## VIP AREA SPONSOR \$5,000 + IN-KIND CATERING

- Exclusivity in product/service area
- 2 VIP tickets and 5 General Admission tickets
- **Pre-Event Promotion**
  - Logo inclusion in print & digital event marketing
  - Mention in editorial coverage and press releases
  - Social Media Promotion (including 5 posts tailored to your marketing needs)
  - Logo and website link on SalsaChallenge.com website
- **Day of Event Exposure**
  - Company banners prominently displayed on the VIP Area and throughout event
  - 10x10 first priority booth at event
  - Recognition on stage announcing company as VIP Sponsor

## CONTESTANT SPONSOR \$2,500

- Exclusivity in product/service area
- 5 General Admission tickets
- **Pre-Event Promotion**
  - Logo inclusion in print & digital event marketing
  - Mention in editorial coverage and press releases
  - Social Media Promotion (including 5 posts tailored to your marketing needs)
  - Logo and website link on SalsaChallenge.com website
- **Day of Event Exposure**
  - Company banners prominently displayed throughout the event as the Contestant Sponsor
  - 10x10 first priority booth at event
  - Recognition on stage announcing company as Contestant Sponsor

## MAIN STAGE SPONSOR \$7,500

- Exclusivity in product/service area
- 4 VIP tickets and 8 General Admission tickets
- **Pre-Event Promotion**
  - Logo inclusion in print & digital event marketing
  - Mention in editorial coverage and press releases
  - Social Media Promotion (including 5 posts tailored to your marketing needs)
  - Logo and website link on SalsaChallenge.com website
- **Day of Event Exposure**
  - Company banners prominently displayed on the Main Stage and throughout event
  - 10x10 first priority booth at event
  - Recognition on stage announcing company as Main Stage Sponsor

# Sponsorship Level Breakdown

## BEER SPONSOR

\$2,500 + IN-KIND BEER PRICING

- Exclusivity in Beer category
- 5 General Admission tickets
- **Pre-Event Promotion**
  - Logo inclusion in print & digital event marketing
  - Mention in editorial coverage and press releases
  - Social Media Promotion (including 5 posts tailored to your marketing needs)
  - Logo and website link on SalsaChallenge.com website
  - Possible In-store promotion with grocery sponsor
- **Day of Event Exposure**
  - Company banners prominently displayed throughout the event at the bars.
  - 10x10 first priority booth at event
  - Recognition on stage announcing company as Exclusive Beer Sponsor

## SIZZLIN' HOT PARTNER

\$2,500

- 5 General Admission tickets
- **Pre-Event Promotion**
  - Logo and website link on SalsaChallenge.com website
  - Social Media Promotion (including 1 post tailored to your marketing needs)
- **Day of Event Exposure**
  - 10x10 first priority booth at event
  - Company Listed as special guests on Signage at VIP Entrance

## SIMMERIN' HOT SIDEKICK

\$1,000

- 5 General tickets for your corporate representatives and guests
- **Pre-Event Promotion**
  - Logo and website link on SalsaChallenge.com website
  - Social Media Promotion (including 1 post tailored to your marketing needs)
- **Day of Event Exposure**
  - Company Listed as special guests on Signage at VIP Entrance

## CUSTOM PARTNERSHIPS

CONTACT US FOR ADDITIONAL OPPORTUNITIES

## EYES ON YOUR BUSINESS

- 4,100 Salsa Challenge Facebook Followers
- Event Attendance of 500 - 1,000
- **2019 Media Campaign Results**
  - Approx 477,583 Print Impressions
  - 28,781 Total Website Clicks
  - 2,499,226 Total Impressions
  - Over 5,500 Email Newsletter Opens
  - 8,205,148 Total Billboard Impressions

