



# PARTY WITH A PURPOSE

at San Antonio's  
most exclusive Fiesta event,  
Taste of the Northside!  
Savor delicious cuisines  
from 50+ local restaurants  
and sample endless  
varieties of beer, wine  
and spirits.



Brighton Center's

# TASTE OF THE NORTHSIDE



THE  
**rock**  
AT LA CANTERA™

**THURSDAY, MAY 1**  
**6:00 PM - 10:30 PM**

Taste of the Northside is proudly presented by:

**H-E-B**

Every dollar raised  
through Taste of the  
Northside directly  
benefits Brighton  
Center and helps set a  
foundation for children  
with disabilities and  
delays,

**FOR A LIFE  
WITHOUT LIMITS!**





Brighton Center's  
**TASTE**  
OF THE  
**NORTHSIDE**

## FOR FUTURE GENERATIONS OF FIESTA



Your commitment to being a Taste of the Northside partner does so much more than just help us throw a great party!

It helps provide Brighton Center with the critical funding we need to provide services to children with disabilities and delays in San Antonio. Together, we are laying the foundation our children need and deserve through pediatric therapy services, inclusive early childhood education centers & special education support services!

## WHO WE ARE

**MISSION DRIVEN** | **FOCUSED ON IMPACT** | **RECOGNIZED**

For more than 50 years, Brighton has been providing critical services to young children with disabilities and delays. Founded in 1969 as a school by parents of children with Down Syndrome, Brighton Center has evolved into the largest non-profit in San Antonio providing pediatric therapy services to babies and toddlers, offering two inclusive early childhood education preschool centers and special education advocacy services. Mission driven and focused on holistic impact, Brighton has been recognized consistently for our results-oriented approach and our service and cultural excellence.





Brighton Center's

# TASTE OF THE NORTHSIDE



Thursday, May 1  
6:00 PM – 10:30 PM

THE  
**rock**  
AT LA CANTERA

1 Spurs Way  
San Antonio, TX 78256

Taste of the Northside is proudly presented by: **H-E-B**



### CELEBRATE!

LIMITED TICKETS AND PARTNERSHIPS AVAILABLE!



### SIP & SAVOR!

TASTINGS FROM 50+ RESTAURANTS, COCKTAILS, & BREWS!



### NEW EXPERIENCE!

ONSITE PARKING AND ELEVATED ENTERTAINMENT IN AN EXCITING VENUE!

To purchase tickets and learn more about partnership opportunities, please visit [www.tasteofthenorthside.org](http://www.tasteofthenorthside.org)



100% of the proceeds benefit the Brighton Center. Throughout San Antonio and Bexar County, Brighton provides developmental and educational services to children of ALL abilities.



# why SHOULD YOU BE A TASTE OF THE NORTHSIDE PARTNER?

## BRAND EXPOSURE

Taste of the Northside is a great way to sip, savor and celebrate with more than 2,000 northside event guests. You can set up an interactive display or have your marketing team walk throughout the event and engage with guests (or both). Your brand/product will have the opportunity to have a memorable impact on the guest experience!

Taste of the Northside is an exclusive Fiesta event and a fun, unique way to engage with your clients. Have fun while also showing them how you are committed to investing in your community by supporting Brighton Center.

## CLIENT ENTERTAINMENT

## EMPLOYEE REWARD

Nothing says "THANK YOU" like treating your employees to the BEST Fiesta event in San Antonio! Taste of the Northside is a great way to show your employees that you appreciate them or use tickets as an employee incentive!



## ELEVATED FIESTA FUN

OUR EXCLUSIVE EVENT TAKES OVER THE STUNNING GROUNDS OF THE ROCK AT LA CANTERA, TRANSFORMING IT INTO THE ULTIMATE PARTY WITH A PURPOSE!

TASTE OF THE NORTHSIDE FEATURES FOOD, DRINKS, MUSIC, AND FUN IN A SETTING THAT'S MORE THAN JUST A VENUE—IT'S AN UNFORGETTABLE EXPERIENCE.



THE  
**rock**<sup>TM</sup>  
AT LA CANTERA<sup>TM</sup>





Brighton Center's

# TASTE

OF THE

# NORTHSIDE



**AN EXCLUSIVE EVENT DEDICATED TO LIMITLESS POSSIBILITIES FOR KIDS!**



**TO CONFIRM YOUR PARTNERSHIP & LEARN MORE, PLEASE VISIT [WWW.TASTEOFTHENORTHSIDE.ORG](http://WWW.TASTEOFTHENORTHSIDE.ORG)**

Custom partnership packages available - please contact:  
[events@brightonsa.org](mailto:events@brightonsa.org) | 210-826-4492



**Brighton Center**

Here there are only Abilities.

100% of the proceeds benefit the Brighton Center. Throughout San Antonio and Bexar County, Brighton provides developmental and educational services to children of ALL abilities.



Brighton Center's

# TASTE OF THE NORTHSIDE



# PRESENTING PARTNER



EXCLUSIVE PARTNERSHIP

\$50,000



*H-E-B has been a proud partner of Taste of the Northside for many years and is a great supporter of Brighton Center and the children that we serve!*

*With H-E-B as the Presenting Partner of Taste of the Northside, Here Everything Really Is Better! H-E-B brings nothing but their best for our event guests. Their delicious chef prepared offerings are LEGENDARY and as the number one wine retailer in Texas you can always expect them to be serving up the newest and best red, white, and sparkling wines!*

## SAN ANTONIO'S MOST EXCLUSIVE FIESTA EVENT



## EVENT TICKET BENEFITS

- 100 Select Tickets (\$30,000 value)
- 20 Premier Tickets with access to Spurs Club
- Company's own discount code to be created for the sale of exclusive Tickets (100 Select tickets at \$50 off)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 20 staff wristbands + onsite parking for volunteer staff working the event
- 3,000 bags for each guest

## EVENT BENEFITS

- Event Naming Rights - "Brighton Center's Taste of the Northside, brought to you by H-E-B"
- Exclusive Rights to Main Stage Area "H-E-B Headquarters" - a great location to feature your own food product, provide a handout or gift to guests, etc. to brand the entire Main Stage Area (yard signs, flags, stage banners, booth signs, collateral passed out, etc.)
- Brighton Center to provide two (2) volunteer leads to assist with onsite needs (refilling ice, cups, etc.)
- Category exclusivity
- Opportunity to welcome/address up to 2,500 guests at TASTE from Main Stage
- Opportunity to have an H-E-B featured restaurant (in addition to main display) - the restaurant can serve beer, wine, and/or spirits as well as food samples
- Company logo included in all printed and digital media

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Company logo on all print media surrounding Taste
- Company logo on TASTE of the Northside website
- Facebook posts featuring H-E-B (up to 3 before and 3 after event)
- Texting Campaign featuring H-E-B (up to 1 before and 1 after event)
- H-E-B Inclusion on all Television Commercials promoting the event. In 2022, TASTE received the most media exposure ever and was featured on all local stations (approx. \$200,000 in advertising and over 2M impressions)
- A representative from your company included in one Television Morning Show Interview/Segment promoting TASTE of the Northside
- A representative from your company included in a live television interview on the day of TASTE of the Northside



**PRESENTING PARTNER: \$50,000**





# VIP LOUNGE PARTNER

**SOLD**

EXCLUSIVE  
PARTNERSHIP

**\$50,000**



*Kairoi and their founders Mike Lynd, Madison Marceau, Daniel Zunker, and Sam Kasperek have all been supporting Taste of the Northside and Brighton Center since 2000.*

*Their commitment to helping children achieve their full potential is evident in their relentless support of our organization and they continue to BRING IT to Taste of the Northside with their fun and exclusive VIP Lounge area on the floor level indoor/outdoor space of Roca & Martillo!*

**THE BEST  
PARTY  
WITH A  
PURPOSE  
IN SA**





## EVENT TICKET BENEFITS

- 100 Select Tickets (\$30,000 Value)
- 20 Premier Tickets with access to Spurs Club
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest

## EVENT BENEFITS

- Naming rights to the VIP Lounge
- Category exclusivity
- Reserved seating in the indoor VIP Lounge with private bar to entertain guests
- Private Check-In table at the VIP Lounge to monitor entry of guests
- Company logo on all online media surrounding Taste of the Northside
- Company logo on Taste of the Northside website

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel and Local on Demand (formerly Time Warner) for 4 weeks leading up to event day.
- A representative from your company included in one Television Morning Show Interview/Segment promoting TASTE of the Northside
- A representative from your company included in a live television interview on the day of Taste of the Northside
- Facebook & Instagram posts before and after Taste promoting your company and any special offer or promotion you are running



**VIP PRESENTING PARTNER: \$50,000**



Brighton Center's

# TASTE OF THE NORTHSIDE



# OFFICIAL BEER PARTNER



EXCLUSIVE  
PARTNERSHIP

**\$50,000**

Cash + In Kind

*As the Official Beer of Taste of the Northside, your brand has the opportunity to get in the hands of every event guest and make a huge splash with your featured products. With premier locations throughout the event, your brands will be in front of 2,000 people. As the Official Beer Partner, you will have category exclusivity ensuring that every guests sees and enjoys your products.*

**Shiner  
BOCK**

**THE  
ULTIMATE  
UPSCALE  
FIESTA  
EXPERIENCE**



## EVENT TICKET BENEFITS

- 50 Select Tickets (\$15,000 Value)
- 20 Premier Tickets with access to Spurs Club
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 16 Staff Wristbands + Onsite Parking for Shiner Beers staff working the event

## EVENT BENEFITS

- Category exclusivity
- Opportunity to have your preferred beer brands showcased at this exclusive event
- Premium location in Courtyard for interactive display (i.e.: mobile activation) to serve product to event attendees.
- Company logo on all print media surrounding Taste of the Northside
- Company logo on Taste of the Northside website

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion as Official Beer of Taste of the Northside on website and other event promo items.
- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel and Local on Demand (formerly Time Warner) for 4 weeks leading up to event day.
- A representative from your company included in one Television Morning Show Interview/Segment promoting Taste of the Northside OR a representative from your company included in a live television interview the day of Taste of the Northside
- Facebook & Instagram posts before and after Taste promoting your company and any special offer or promotion you are running
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, and/or information.
- Opportunity to provide a branded safe ride share code to 2,000+ guests (Partner to provide code and branding, Brighton will send).

**Shiner<sup>®</sup>  
BOCK**

**OFFICIAL BEER PARTNER  
\$50,000**



Brighton Center's

# TASTE OF THE NORTHSIDE



## OFFICIAL WINE & SPIRIT PARTNER

**SOLD**

EXCLUSIVE  
PARTNERSHIP

**\$30,000**

Cash + In Kind

*As the Official Wine & Spirit provider of Taste of the Northside, your brands will be enjoyed by 2,000+ event guests. With premier locations throughout the event, your featured products will be showcased, ensuring that all guests have your product as their drink of choice!*

*Sponsorship value based on estimate of \$10,000 in monetary activations + remaining balance in In-Kind product donation of wine and spirits.*



**SAN  
ANTONIO'S  
MOST  
EXCLUSIVE  
FIESTA EVENT**

## EVENT TICKET BENEFITS

- 24 Select tickets to Taste of the Northside (\$6,600 Value)
- 4 Premier Tickets with access to Spurs Club
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 10 Staff wristbands + onsite parking for staff working the event

## EVENT BENEFITS

- Category exclusivity
- Opportunity to have your preferred wine & spirit brands showcased at the event
- Premium locations throughout to serve product to event attendees.
- Company logo on all select media surrounding Taste of the Northside
- Company logo on Taste of the Northside website

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion or preferred product branding on Taste of the Northside commercials running on Spectrum News Channel for 4 weeks leading up to event day.
- A representative from your company or preferred brand partner included in one Television Morning Show Interview/Segment promoting Taste of the Northside OR a representative from your company included in a live television interview the day of Taste of the Northside
- Facebook & Instagram posts before and after Taste promoting your company and any special offer or promotion you are running
- Opportunity to activate your marketing team onsite to walk throughout each event area handing out promotional materials, information, and/or samples

## EXCLUSIVE WINE & SPIRITS PARTNER: \$30,000

### MARGARITA PARTNER

- 2 Tickets to Taste of the Northside (\$550 Value)
- 1 Onsite Parking space
- 1 staff wristband + onsite parking

#### IN-KIND/DONATED PRODUCT:

- Minimum of thirty-six (36) 1 Liter Bottles of Tequila with Mixers and Staff to serve product
- \$500 Partnership Activation Fee per Booth

**Only 3 Booths Available!**

### SPIRIT PARTNER

- 2 Tickets to Taste of the Northside (\$550 Value)
- 1 Onsite Parking space
- 1 staff wristband + onsite parking

#### IN-KIND/DONATED PRODUCT:

- Minimum of thirty-six (36) 1 Liter Liquor Bottles with Mixers and Staff to batch and serve product
- \$500 Partnership Activation Fee per Booth

**Only 8 Booths Available!**

### WINE PARTNER

- 2 Tickets to Taste of the Northside (\$550 Value)
- 1 Onsite Parking space
- 1 staff wristband + onsite parking

#### IN-KIND/DONATED PRODUCT:

- Minimum of seven (7) cases of Elevated Wine, with at least two (2) varietals
- \$500 Partnership Activation Fee per Booth

**Only 8 Booths Available!**



Brighton Center's

# TASTE OF THE NORTHSIDE



# SKYVIEW LOUNGE PARTNER

**PENDING**

EXCLUSIVE  
PARTNERSHIP

**\$35,000**

### **NEW PARTNERSHIP OPPORTUNITY!**

*Come experience the Taste of the Northside from a new perspective with the best view in the house! As the Skyview Lounge Partner, you will have exclusive access to the top level of Roca & Martillo, which includes an indoor, air-conditioned space, as well as an outdoor patio that overlooks the entire event. The patio also provides unobstructed views of the Main Stage. Showcase your brand and entertain your clients and guests in the most stylish way possible at the most elevated (literally) Fiesta event!*

**PARTY WITH  
A PURPOSE  
AT TASTE  
OF THE  
NORTHSIDE**



## EVENT TICKET BENEFITS

- 50 Total Tickets
  - 36 Select tickets (\$10,800 Value)
  - 14 Premier Tickets with access to Spurs Club (\$8,400 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest

## EVENT BENEFITS

- Naming rights to the Skyview Lounge
- Category exclusivity
- Reserved seating in the indoor/outdoor Skyview Lounge with private bar and waitstaff to entertain guests
- Company logo on select print media surrounding Taste of the Northside
- Company logo on TASTE of the Northside website

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

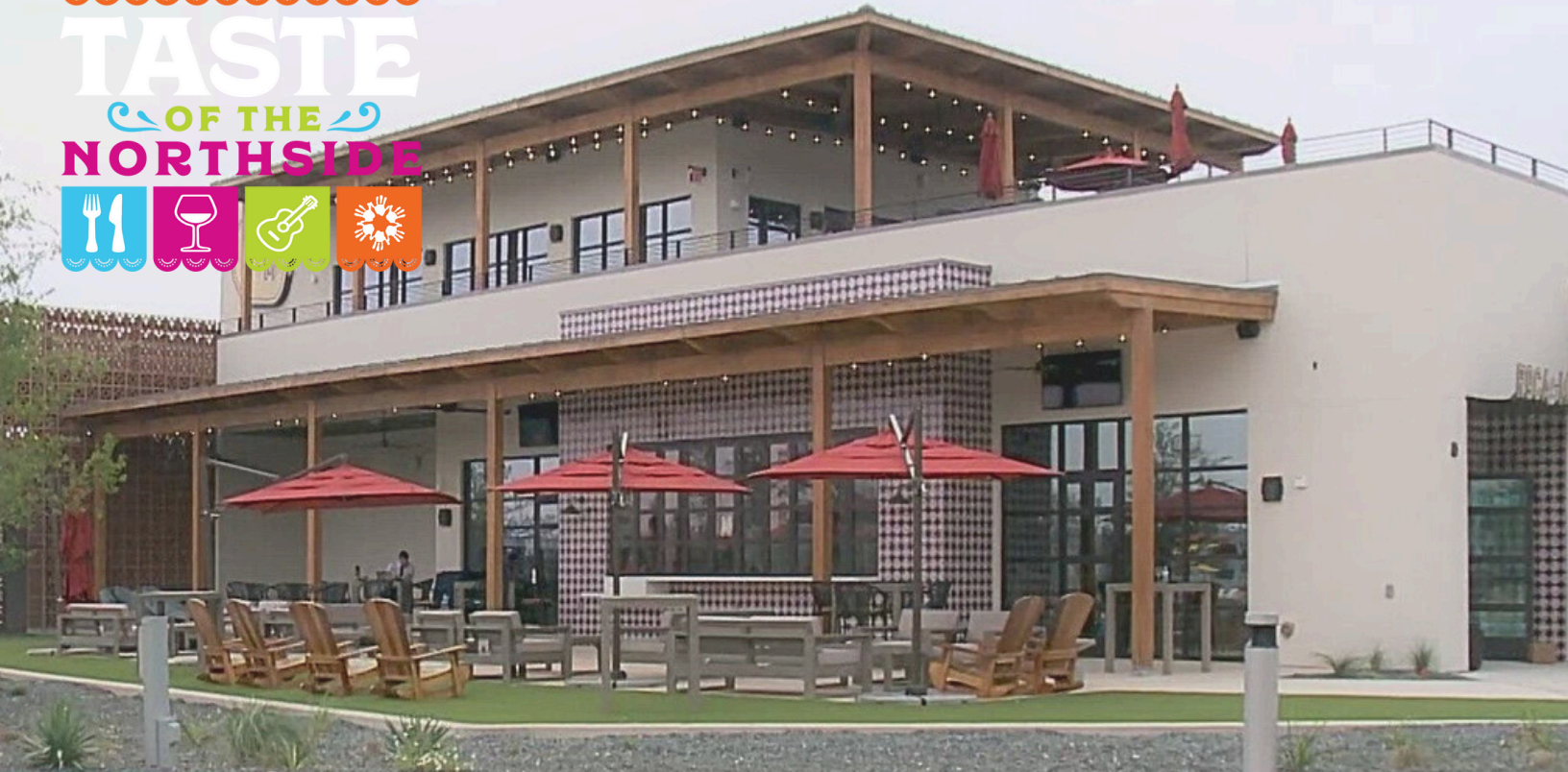
- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel and Local on Demand (formerly Time Warner) for 4 weeks leading up to event day
- A representative from your company included in one Television Morning Show Interview/Segment promoting Taste of the Northside OR a representative from your company included in a live television interview the day of Taste of the Northside
- Facebook & Instagram posts before and after Taste promoting your company and any special offer or promotion you are running
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples

**SKYVIEW LOUNGE PARTNER: \$35,000**



Brighton Center's

# TASTE OF THE NORTHSIDE



# SIGNATURE AREA PARTNER

EXCLUSIVE  
PARTNERSHIP

**\$20,000**

*A "Signature Area" Partnership opportunity is the right fit for the company looking to make a huge splash with its brand while having one-on-one interactions with potential clients. Your brand will be thoughtfully placed in front of over 2,000 event attendees. As the Signature Area Partner, you will have an exclusive lounge location in the middle of all the action at the floor level outdoor space of Roca & Martillo!*

**PARTY WITH  
A PURPOSE  
AT TASTE  
OF THE  
NORTHSIDE**





## EVENT TICKET BENEFITS

- 40 Total Tickets
  - 30 Select tickets (\$9,000 Value)
  - 10 Premier Tickets with access to Spurs Club (\$6,000 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest

## EVENT BENEFITS

- Naming rights to the Signature Area
- Category exclusivity
- Reserved seating in the outdoor Signature Area with private waitstaff to entertain guests
- Company logo on select print media surrounding Taste of the Northside
- Company logo on Taste of the Northside website

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel and Local on Demand (formerly Time Warner) for 4 weeks leading up to event day
- A representative from your company included in one Television Morning Show Interview/Segment promoting Taste of the Northside OR a representative from your company included in a live television interview the day of Taste of the Northside
- Facebook & Instagram posts before and after Taste promoting your company and any special offer or promotion you are running
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples

**SIGNATURE AREA PARTNER:  
\$20,000**





Brighton Center's  
**TASTE**  
 OF THE  
**NORTHSIDE**

**SIGNATURE ENTRANCE**  
**PARTNER**

**SOLD**

EXCLUSIVE  
 PARTNERSHIP

**\$20,000**



*Your brand will have the opportunity to create a GRAND entrance as guests arrive at Taste of the Northside, Fiesta's most exclusive event. Boasting a BIG visual presence as the official Signature Entrance partner, your brand will be thoughtfully placed at the main entrance of the event, with visibility to each and every one of our 2,000+ attendees. This partnership will allow your brand the chance to welcome our guests in style!*

**AN ELEVATED  
 EVENT  
 DEDICATED TO  
 LIMITLESS  
 POSSIBILITIES  
 FOR KIDS**



## EVENT TICKET BENEFITS

- 40 Total Tickets
  - 30 Select tickets (\$9,000 Value)
  - 10 Premier Tickets with access to Spurs Club (\$6,000 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest

## EVENT BENEFITS

- Exclusive rights to the main entrance where all guests will enter into the event
- Category exclusivity
- Opportunity to have one tent close to the main entrance, with your company's branding material and collateral. Tent size will be mutually agreed upon by Brighton.
- Company logo on select print media surrounding Taste of the Northside
- Company logo on Taste of the Northside website

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel and Local on Demand (formerly Time Warner) for 4 weeks leading up to event day
- A representative from your company included in one Television Morning Show Interview/Segment promoting Taste of the Northside OR a representative from your company included in a live television interview the day of Taste of the Northside
- Facebook & Instagram posts before and after Taste promoting your company and any special offer or promotion you are running
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples

**SIGNATURE ENTRANCE PARTNER:  
\$20,000**



Brighton Center's

# TASTE OF THE NORTHSIDE



# THIRST QUENCHER PARTNER

NON-  
ALCOHOLIC  
BEVERAGES

LIMITED  
OPPORTUNITY!

**\$10,000**

*As our non-alcoholic beverage "Thirst Quencher" partner, your featured products will be highly sought after and will be uniquely positioned throughout the event for maximum exposure. You can anticipate providing your branded beverage to over 2,000 event attendees and have multiple opportunities to market your products and special offers before, during, and even after the event!*

**ULTIMATE  
FOOD TASTING  
FROM 50+  
RESTAURANTS**



## EVENT TICKET BENEFITS

- 24 Total Tickets
  - 20 Select Tickets (\$6,000 value)
  - 4 Premier Tickets with access to Spurs Club (\$2,400 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 4 staff wristbands + onsite parking for staff working the event

## EVENT BENEFITS

- Opportunity to have a presence throughout the event with your company's beverage product, branding material, and collateral
- Partner's own branded tent/truck may be used pending approval of event layout
- Volunteers to be provided to assist with set up and duration of the event
- Company logo on all print media surrounding Taste of the Northside
- Company logo on Taste of the Northside website

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel for 4 weeks leading up to event day
- A representative from your company included in a live television interview on the day of Taste of the Northside
- Facebook & Instagram posts before and after event promoting your company and any special offer or promotion you are running
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples

## BEVERAGE PARTNER COMMITMENTS

- Provide enough product to serve 5,000 attendees (depending on serving size)
- Provide a minimum of the following types of non-alcoholic product:
  - One regular option
  - One diet option
  - Water (Still, not sparkling)
- Provide adequate staffing for up to 3 serving areas at the event to provide samples/servings to guests (Brighton will supplement with volunteers as needed and agreed upon ahead of time)

**THIRST QUENCHER PARTNER: \$10,000**



Brighton Center's

# TASTE OF THE NORTHSIDE



## FIESTA FAST LANE PARTNER

MULTIPLE  
OPPORTUNITIES  
AVAILABLE

**\$10,000**

*Fasten your seatbelt and take a ride to Taste of the Northside! This unique "Fiesta Fast Lane" Partnership opportunity is the right fit for a car dealership, car brand, or vehicle outfitter looking to rev up a new audience.*

*"Fiesta Fast Lane" Partners will have the opportunity to strategically display their vehicles in a highly visible area. Your marketing or sales team is also welcome to be onsite to showcase the cars and discuss vehicle features to our event attendees.*

**THE  
MOST  
ELEVATED  
FIESTA  
EXPERIENCE**



## EVENT TICKET BENEFITS

- 24 Total Tickets
  - 20 Select tickets (\$6,000 Value)
  - 4 Premier tickets with access to Spurs Club (\$2,400 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 4 staff wristbands + onsite parking for volunteers working the event

## EVENT BENEFITS

- Opportunity to have a maximum of 2 vehicles on display - One in a highly visible "drive by" display area and one in a high traffic area. Exact locations to be determined based on final layout.
- Team of up to 4 promo staff to oversee vehicle display and interact with event guests
- Company logo on Taste of the Northside website

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Facebook & Instagram posts before and after Taste promoting your company and any special offer or promotion you are running
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials or information

## PARTNER COMMITMENTS

- Arrive at the venue before 3:00pm on event day to place vehicles in agreed upon locations. Specific load-in time will be determined with event planning partner.
- Designate one person responsible for the displayed vehicles during the event.
- Remove the vehicles at the conclusion of the event. Specific load-out time will be determined with event planning partner.

## FIESTA FAST LANE PARTNER: \$10,000



Brighton Center's

# TASTE OF THE NORTHSIDE



# PREMIER SHOWCASE PARTNER

LIMITED  
OPPORTUNITIES  
AVAILABLE

\$10,000

*Elevate your brand at the most elevated FIESTA event there is! As a "Premier Showcase" Partner, you will have the opportunity to market your brand to over 2,000 guests on event day. Get creative and engage attendees through an interactive game, giveaway, or present your brand in a way that is uniquely yours!*

**THE  
ULTIMATE  
UPSCALE  
FIESTA  
EXPERIENCE**





## EVENT TICKET BENEFITS

- 24 Total Tickets
  - 20 Select Tickets (\$6,000 Value)
  - 4 Premier Tickets with access to Spurs Club (\$2,400 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 4 staff wristbands + onsite parking for volunteers working the event

## EVENT BENEFITS

- Opportunity to have one, large, tented area with 2 - 6 ft. tables displaying your company's branding and collateral (yard signs, flags, stage banners, booth signs, brochures, coupons, etc.) Tent size and table needs will be based on Partner needs and event layout and will be mutually agreed upon ahead of time with Brighton.

## PRE-EVENT & POST-EVENT PROMOTIONAL BENEFITS

- Company logo on all digital media surrounding Taste of the Northside
- Company logo on Taste of the Northside website
- Facebook & Instagram posts before and after Taste promoting your company and any special offer or promotion you are running
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples

## PREMIER SHOWCASE PARTNER: \$10,000





# SHOWCASE PARTNER



GREAT MARKETING OPPORTUNITY

\$5,000

*Elevate your brand at the ultimate Fiesta event! As a "Showcase" Partner, you will have the opportunity to engage with an audience of over 2,000 guests. Bring an interactive game, giveaway, or your sales team and let your brand shine!*

## EVENT TICKET BENEFITS

- 12 Total Tickets
  - 10 Select tickets (\$3,000 Value)
  - 2 Premier tickets with access to Spurs Club (\$1,200 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 2 staff wristbands + onsite parking for volunteers working the event

## EVENT BENEFITS

- Opportunity to have 1 - 6 ft. table to market your brand to an elevated Fiesta crowd
- Company logo on Taste of the Northside website
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples





# FIESTA FOTO PARTNER

LIMITED OPPORTUNITIES

**\$7,500**

*Say Cheese and Viva Fiesta!*

*As the "Fiesta Foto" Partner, you will have the unique opportunity to elevate your brand's visibility by featuring your company's logo on our guests' photobooth images.*

*Be a part of our guest's social media experience and amplify your brand's presence across platforms!*

## EVENT TICKET BENEFITS

- 18 Total Tickets
  - 16 Select tickets (\$4,800 Value)
  - 2 Premier tickets with access to Spurs Club (\$1,200 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 2 staff wristbands + onsite parking for volunteers working the event

## EVENT BENEFITS

- Exclusive opportunity to have company logo featured on all photobooth images that guests take
- Company logo on Taste of the Northside website
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples





# LATE NIGHT PARTNER

**\$5,000**

*Don't miss your chance to be a part of the grand finale at the most elevated Fiesta event there is!*

*As a "Late Night" Partner, you will have the unique opportunity to market your brand and make a lasting impression on guests. Provide a quick grab-n-go snack or food item and ensure guests remember YOU as they head off into the night with a lifetime of Fiesta memories!*

## EVENT TICKET BENEFITS

- 16 Total Tickets
  - 14 Select tickets (\$4,200 Value)
  - 2 Premier tickets with access to Spurs Club (\$1,200 Value)
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest
- 2 staff wristbands + onsite parking for volunteer staff working the event



Brighton Center's  
**TASTE**  
OF THE  
NORTH SIDE



CUSTOMIZED  
PARTNERSHIP

## EVENT BENEFITS

- Opportunity to have dedicated space for "late night snack station" to serve product and market your brand
- Company logo on Taste of the Northside website
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples

## PARTNER COMMITMENTS

- Provide in-kind product to serve up to 1,500 servings (depending on serving size)
- \$5,000 monetary donation





# FIESTA WITH FRIENDS EXPERIENCE

**\$5,000**

*Come party with a purpose as a group with the Fiesta with Friends Experience! Taste of the Northside is the ultimate spot to see and be seen, so gather your employees, friends, and family and support Brighton's mission while having fun at our elevated NEW venue!*

*Only a limited number of opportunities are available for this experience. As a Fiesta with Friends ticket holder, you will enjoy unlimited food tastings from 50+ restaurants, elevated libations, wine selections, and brews all night, and a Fiesta experience like no other!*

Brighton Center's

## TASTE OF THE NORTHSIDE



FIESTA IS MORE  
FUN WITH  
FRIENDS!

### EVENT TICKET BENEFITS

- 14 Select tickets
- One reserved round table with sponsor recognition in designated "Fiesta with Friends" area at event
- Onsite Parking for event guests
- Fiesta Medal for each ticketed guest

### EVENT BENEFITS

- Recognition at event as a Partner
- Company logo on Taste of the Northside website



# SELECT TICKETS

**LIMITED!**



EXPERIENCE  
THE MOST  
ELEVATED  
FIESTA EVENT  
IN SA!

*Sip, Savor, and Celebrate at Taste of the Northside! Only a limited number of tickets are available, making this the most exclusive Fiesta experience! As a Select Ticket holder, you will enjoy unlimited food tastings from 50+ restaurants, top shelf libations, curated wines, cold brews, and upscale Fiesta fun! Your ticket includes FREE onsite parking, top-tier entertainment, and an expansive selection of unlimited food and beverages.*

## **SELECT TICKETS - PRESALE: \$300/PERSON**

- Event access for 1
- Onsite Parking
- Fiesta Medal

## **SELECT TICKETS - AT THE DOOR: \$325/PERSON**

- Event access for 1
- Onsite Parking

*Follow us on social media for discounts and event promotions!*



Brighton Center's

# TASTE OF THE NORTHSIDE



SPURS  CLUB

# PREMIER TICKETS

**VIP EXCLUSIVE!**

A ONE-OF-A-  
KIND  
SAN ANTONIO  
EXPERIENCE!

*The Rock at La Cantera is home to the most exclusive, members-only experience in San Antonio - the Spurs Club. Come get a rare glimpse into this upscale, private space with multiple bars and chic relaxing lounges that overlook the San Antonio Spurs practice court.*

*This Premier Ticket will provide event access to the restaurants featured in the Frost Plaza, as well as an additional elevated culinary experience as some of San Antonio's most talented chefs provide fine dining tastings paired with our most elevated beverage brands.*

*You can't get this elite experience anywhere else!*

## **PREMIER TICKET - \$600/PERSON**

- Event access for 1
- Spurs Club access for 1 from 8:00 pm - 10:00 pm
- Additional elevated culinary experiences with Spurs Club chefs
- Additional elevated entertainment and activations



