

Día de las
**RANFILLAS
&
VILLAS**

EVENT SPONSORSHIP INFO

SUNDAY, JULY 14, 2024





WE TAKE PRIDE IN WHAT WE DO

Growing an amazing community and building off from that.

Prioritizing safety for our street vendors who are introducing their products to our communities.

Protecting and redefining the low riding community perspective to shatter its stigma as “problematic.”

ABOUT US

South Bay Pop-Ups LLC is a Latina-owned and operated event production organization formed by Teresa Avendano in 2019. The mission was to aid the community and her family in providing safe spaces for street vendors - who also included Teresa's husband and children - and car enthusiasts to enjoy great shows. Without her husband, vendors and the car community's support, South Bay Pop-Ups would not be possible.

We started hosting pop-up markets in Wilmington and South Bay Area to help the local community during the pandemic, creating spaces for small businesses that struggling to make ends meet. People were laid off and really struggled, so she started with pop-ups at churches to help those congregations, and then, the vendors. The pop-ups then evolved into car shows, where she unfortunately learned that the authorities historically villainize our communities. Because of this, she strives to create spaces and shows to crush that false narrative. With the love for the car and viclas culture, we combined them altogether to produce shows that were peaceful and family-oriented.

In the last few years, we have been able to help up-and-coming businesses, start-up businesses, local churches and community centers nonprofits through our events.

MEET THE FOUNDER



Teresa Avendano is a mother of 7 children with a lifelong career in the medical field. She has done a lot of work in the community, food drives and volunteering to help skidrow women that have been released from prison to readjust their lives after jail. Lowriding was a part of her culture growing up around gangs and poverty. When friends came around with their lowriders, she always thought that owning her own ride was an unreachable goal, up until she bought her first classic car - a 1951 Fleet Line.





I've had the opportunity to host the LA Auto Show for 10 days at the Los Angeles Convention Center. Our show was a success to bring together our street lowriders, vendors, music and culture in one space to show the international car world what our low riding community is really about.

Now, we have the opportunity to host our own super show in July where we will have classic cars lowriders, classic bikes, RC trucks imports and all types of cars to represent our entire car community once again, under one roof with vendors, live performances and the Los Angeles culture.

This year's proceeds will benefit many of our local businesses and organizations that need all the help we can provide. Your monetary donation will help this year's Car & Bike Show be an unforgettable event. Your sponsorship will help us with location site, advertisements, marketing materials, trophies, entertainment and more. The success of our organization and our outreach is dependent entirely upon the financial and product support of local business and private sponsors.

Thank you, in advance for taking the time to review our sponsorship package. Please join us in making this year's event successful.

Sincerely,
Teresa



SOUTH BAY POP-UPS PRESENTS

Día de las RANFAS y VICLAS



SUNDAY, JULY 14TH
LOS ANGELES CONVENTION CENTER

1201 S FIGUEROA ST | 10AM - 7PM

CLASSIC CARS ★ LOWRIDERS ★ VICLAS ★ BIKES & PEDAL CARS

LIVE MUSIC PERFORMANCES & DJS, FOOD & DRINKS, VENDORS & MORE!

REGISTRATION
DEADLINE

JUNE 14

\$30 PRE
SALE

\$40 AT THE
DOOR

WHY BECOME A SPONSOR?

- South Bay Pop-Up auto shows attract the finest lowriders, hot rods, customs, DUB cars, trucks, imports, bikes, motorcycles and pedal cars - they will ALL be there!
- Over 3,000 estimated attendees and over 600 vehicles and bikes on display
- Support and promote the first Latina-produced event that showcases the car and bike community of Los Angeles

PLATINUM VIP

\$6,000

- Notoriety as **PLATINUM SPONSOR**
- Your logo/name on ALL marketing starting now, leading up to, and throughout the Car & Bike Show on Sunday, July 14th, 2024
- Prominent placement on signage and Jumbtron at the Car & Bike Show
- One (1) 20' x 20' exhibit booth at the car show or Two (2) 10' x 10' booths for better exposure
- Fifteen (15) Swag/Goodie bags with sweater and t-shirt from the show.
- Fifteen (15) VIP Area Badges: seating area, food and non-alcoholic beverages.
- On stage recognition and announcements throughout the event as **TITLE SPONSOR**

GOLD VIP

\$4,000

- Name/Logo on marketing material as **GOLD Sponsor** (advertising, posters, fliers, & mailers)
- One (1) 10' x 20' exhibit booth at the car show
- Ten (10) Swag/Goodie bags with sweater and t-shirt from the show
- Ten (10) VIP Area Badges: seating area, food and non-alcoholic beverages
- On stage recognition and announcements throughout the event as **GOLD Sponsor**

SILVER VIP

\$2,000

- Name/Logo on marketing material as **SILVER Sponsor** (advertising, posters, fliers, & mailers)
- One (1) 10' x 10' exhibit booth in select aisle
- Five (5) Swag/Goodie bags with sweater and t-shirt from the show
- Five (5) VIP Area Badges: seating area, food and non-alcoholic beverages
- On stage recognition and announcements throughout the event as **SILVER Sponsor**

Día de las
**RANFLAS
&
VICLAS**

**IF YOU ARE INTERESTED IN BECOMING A SPONSOR OF DIA
DE LAS RANFLAS Y VICLAS CAR & BIKE SHOW 2024**

PLEASE REACH OUT TO:

TERESA AVENDANO, SOUTH BAY POPUPS LLC

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