



SIDEWALK FUNDRAISER

Salsa Showdown Sponsorship Opportunities



Salsa Showdown is Sidewalk's signature summer fundraiser - a community celebration of local restaurants, cold drinks, and friendly competition, all in support of Sidewalk's free and low-cost educational programs.

Drawing hundreds of attendees each year, the event features Birmingham's best chefs and restaurants battling for salsa supremacy alongside live entertainment, family-friendly fun, and Sidewalk spirit. Sponsorship offers unique visibility among engaged local audiences while aligning your brand with one of Birmingham's most beloved culinary events and an important cause.

ABOUT

This event takes place in late Spring at the beautiful Cahaba Brewing Company.

- 600+ Attendees
- 10+ Competing Restaurants
- 30+ Vendors
- Hot Pepper Eating Contest
- Cooking Demonstration
- Salsa Dancing

CONTACT

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	PRESENTING SPONSOR	TASTING VILLAGE SPONSOR	VENDOR VILLAGE SPONSOR	AWARDS SPONSOR
ON-SITE BENEFITS	\$5,000+	\$2,500+	\$1,500+	\$500+
Logo Placement on Event Wearables	★			
Art Card (Static Graphic) in Theater Pre-Show Year-Round	★			
Opportunity for Onsite Activation (sampling, tabling, etc.) During Event	★	★	★	★
Logo on Salsa Showdown Signage	★	★	★	★
Logo on Salsa Showdown Marketing Materials	★	★	★	★
Verbal Recognition During Event	★	★	★	★
Advertisement in Monthly Cinema Program Guide <i>(avg 1,000 distributed monthly)</i>	★			
Logo Recognition on Monthly Cinema Postcard <i>(avg 1,000 distributed monthly)</i>	★			
MEDIA & ONLINE				
Year-Round Recognition on Sidewalk's Website & Newsletters	★	★	★	★
Brand Recognition on Sidewalk's Social Media	★	★	★	★
Promotion Code to Share with Employees & Customers	★	★	★	
ACCESS				
Salsa Showdown - 50 Tickets	★			
Salsa Showdown - 25 Tickets		★		
Salsa Showdown - 15 Tickets			★	
Salsa Showdown - 10 Tickets				★
<i>Sidewalk Film Center + Cinema is a 501(c)(3) non-profit.</i>				