



APRIL 26-28, 2023



San Antonio African American Community Archive and Museum  
3737 Broadway, Suite 300  
San Antonio TX 78209  
210.724.3350

SAAACAM @ La Villita  
218 South Presa Street  
San Antonio TX 78205

# 2023 Fiesta Family Blues Festival

*Music played a large role in the survival of Black people in America - that and a sense of humor that just couldn't be enslaved.*  
—Redd Foxx



**Ellis Griffin (1875-1957).** His family owned 304 acres of land in 1900 at the intersection of what is now Thousand Oaks and Wetmore Road. He would later grow it to 1200 acres.

The San Antonio African American Community Archive and Museum (SAAACAM) presents the Third Annual Fiesta Family Blues Festival **Wednesday, April 26 - Friday, April 28, 2023**

Be The Change”, SaulPaul will present 3 in-school workshops **Wednesday, April 26.**

SAAACAM is partnering with the Carver Community Cultural Center to present a free matinee concert for all ages featuring SaulPaul, **Thursday, April 27 at 11:00 AM.**

“Grown folks” can purchase a ticket to experience a stellar lineup of artists in the Espee Pavillon from 4:00 PM to 11:00 PM.

The lineup includes:

- Southern Soul Artist, Latimore
- The Keeshea Pratt Band
- Step Rideau and the Zydeco Outlaws
- Eddie and the Allnitters

The Blues Festival is SAAACAM's premiere funding event. Proceeds from the event will go directly to the operating budget of SAAACAM.

**SAAACAM**



San Antonio African American  
Community Archive and Museum

# Your Investment

Projected attendance for the three days is 2,500.

<b>Fiesta Family Blues Festival</b>	<b>Presenting Sponsor \$25,000</b>	<b>Family Fun Sponsor \$15,000</b>	<b>Portable Exhibit Sponsor \$5,000</b>	<b>Contributing Sponsors \$1,000</b>
<b>Benefits</b>				
<b>Prominent display of Presented by Logo</b>	All marketing collateral & signage			
<b>Signage</b>	Main & Exhibit	Main & Exhibit	Exhibit Area	
<b>Prominent Logo Display</b>	Yes	Yes	Yes	
<b>Two to Four Minute Welcome Address &amp; Closing Remarks</b>	Yes			
<b>Event Banners</b>	Logo	Logo (Second Tier)	Logo (Second Tier)	Name Recognition
<b>Promotional Tent</b>	Complimentary	Complimentary		
<b>Marketing Collateral &amp; Grapics</b>	Presented by Logo	Logo (Second Tier)	Logo (Second Tier)	
<b>Digital Newsletter</b>	Presented by Logo	Logo (Second Tier)	Logo (Second Tier)	Name Recognition
<b>Website</b>	Logo with click-thru to website	Logo with click-thru to website	Logo with click-thru to website	Name Recognition
<b>Employee Volunteer Opportunities</b>	Yes	Yes	Yes	Yes
<b>Sponsorship Announcement on Traditional Media</b>	Yes	Yes	Yes	
<b>Sponsorship Announcement on Digital Media</b>	Yes	Yes	Yes	Yes
<b>*VIP Tables with Logo (6 per table)</b>	2	1	1	1

*\*VIP includes all you can eat buffet, meet & greet, lounge area and more!*

**Contact Deborah Omowale Jarmon at [ceo@saaacam.org](mailto:ceo@saaacam.org) to reserve your partnership opportunity!**

