



2018 Riverside Mariachi Festival Update

**Parks, Recreation and Community Services
Department**

Park and Recreation Commission
July 16, 2018



2018 Riverside Mariachi Festival

City of Riverside Parks, Recreation and Community Services Department

Riverside Mariachi Festival

SATURDAY, SEPTEMBER 22, 2018







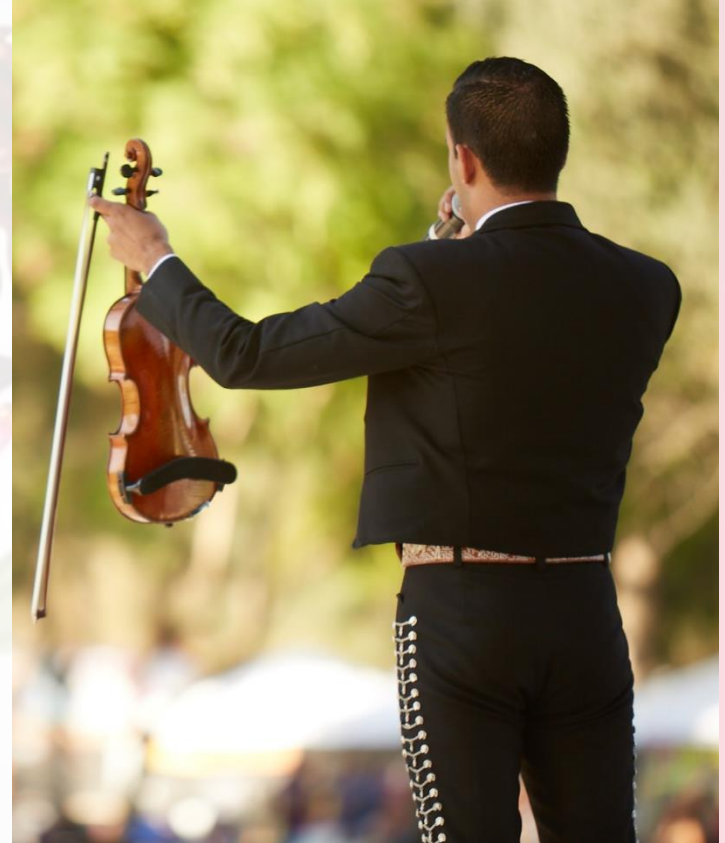


Partnership with **Live Nation** **Riverside Municipal Auditorium**



2018 Riverside Mariachi Festival Event

- EVENT TIME
- ENTERTAINMENT
- “PLAZA GARIBALDI”
- BALLET FOLKLORICO COMPETITION



Event Enhancements

VENUE

ENTERTAINMENT

DOWNTOWN LOCATION/AMENITIES

ADDITIONAL SPONSORSHIP OPPORTUNITIES

LIVE NATION BRAND RECOGNITION/GREATER REACH



Event Costs and Resources

Admission

Resources

Sponsorship

2017



2018



Recommendation

That the Parks and Recreation Commission provide feedback and receive report for file.

