

A close-up photograph of a mariachi musician's hands playing a violin. The musician is wearing a dark sombrero with a white decorative band and a white tassel. The violin is dark wood with a white pickguard. The background is slightly blurred, showing more of the musician's attire.

# Mole & Mariachi Festival

SANTA CRUZ  
CALIFORNIA

## Sponsorship Opportunities

JOIN THE FIESTA!

“Holy Mole!  
...Santa Cruz  
festival  
celebrates  
revered  
Mexican  
sauce. Flavor  
and culture  
were center  
stage at the  
Mole and  
Mariachi  
Festival...”

Calvin Men  
Santa Cruz Sentinel





# fi·es·ta

fē' estə/

*noun* An event marked by festivities or celebration.

The Mole & Mariachi Festival is a **celebration above all else**—a celebration of local cultural heritage, of saving Santa Cruz Mission State Historic Park from closure in 2012, of Santa Cruz's Secret Summer, and of *community*.

Launched in 2013 by Friends of Santa Cruz State Parks, the Mole & Mariachi Festival has become an annual tradition at Santa Cruz Mission State Historic Park. The growing event attracts thousands of visitors to the Mission Adobe. Visitors enjoy award-winning food, local beer and wine, live music, dancing, artisan crafts and fun for kids.



[ThatsMyPark.org](http://ThatsMyPark.org)

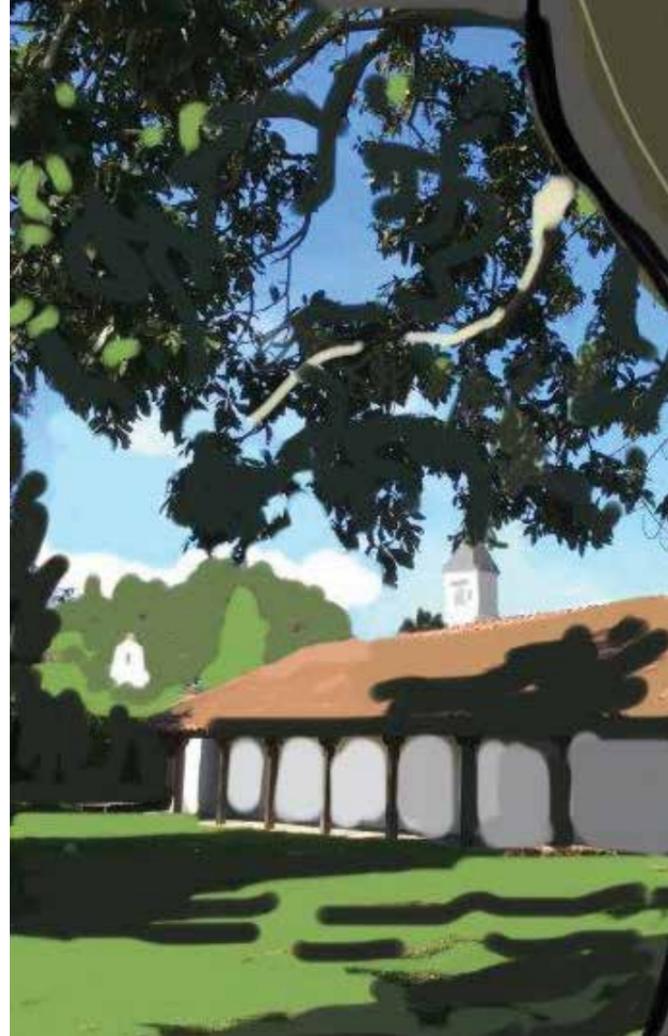
# Sponsorship

The Mole & Mariachi Festival is a benefit for Friends of Santa Cruz State Parks in support of Santa Cruz Mission State Historic Park. Your sponsorship will help fund educational programs, visitor services, capital improvements and increased hours the park is open to the public.

**Platinum, gold and silver sponsor levels are available.**

Benefits may include:

- Festival naming opportunity
- Recognition on the Friends website, in the e-newsletter and in press releases
- Social media promotion
- Logo on event materials
- Thank you from the emcee at the festival
- Mole-judging opportunity





# Festival Purpose

The Mole and Mariachi Festival is an admission-free, family-friendly event that brings together people of all ages, cultural backgrounds and abilities to celebrate history and culture and enjoy the Santa Cruz Mission State Historic Park.

The event brings both old and new visitors into the park to enjoy it for the day and will invite them back to use the park's many amenities throughout the year. This will broaden the base of park users and supporters, help keep the park open, and will grow financial support to expand programs and enhance and preserve the facilities.



[ThatsMyPark.org](http://ThatsMyPark.org)

“...an unexpected turn for the awesome, it was a truly bi-cultural affair. The event was a sensory revelation.”

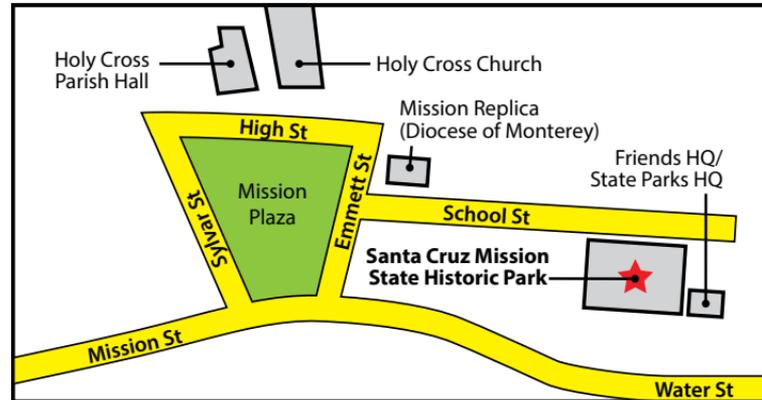
Traci Hukill  
Hilltromper  
Santa Cruz





# Discover “Your State Park Downtown”

Located steps above Downtown Santa Cruz, near the town clock, Santa Cruz Mission State Historic Park is home to the oldest building in Santa Cruz County—and home to the best view of Downtown. Built between 1822 and 1824 by local Ohlonean and Yokuts Indians, the park’s signature adobe is the only remaining structure from Mission Santa Cruz, founded in 1791.





**Friends of Santa Cruz State Parks** is an entrepreneurial nonprofit working to sustain the legacy of our state parks and beaches. Through an innovative partnership with California State Parks, and by leveraging local community support, Friends has provided millions of dollars in funding for education programs, visitor services and capital projects.

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