



“ A COMPETITION LIKE YOU’VE  
NEVER SEEN BEFORE, IS BACK ”

Sponsorship Guide





# THE INTERNATIONAL CIRCUS FESTIVAL of LAS VEGAS



**The International Circus Festival of Las Vegas is an annual event celebrating the artistry and diversity of circus performers worldwide. The inaugural festival featured acts from 11 countries, with competitors vying for prestigious awards, cash prizes, and contracts with top entertainment companies.**

**The festival aims to establish Las Vegas as a premier destination for circus arts. Now, we are preparing for the 2nd Edition, promising even more breathtaking performances and global talent.**



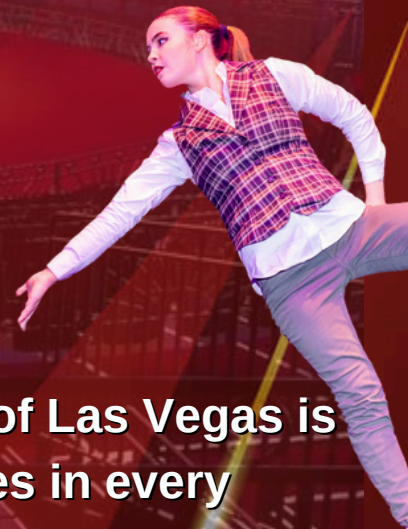


# Our Vision

Our vision for the International Circus Festival of Las Vegas is to create an electrifying spectacle that celebrates the artistry, diversity, and innovation of the global circus community. Through mesmerizing performances, immersive experiences, and collaborative cultural exchange, we aim to captivate audiences worldwide, establishing Las Vegas as the premier destination for celebrating the timeless magic of the circus.

# Our Mission

Our mission for the International Circus Festival of Las Vegas is to ignite wonder, awe, and unforgettable memories in every attendee. Through captivating performances and unparalleled artistry, we aim to showcase the rich diversity and extraordinary talent within the global circus community. By providing a platform for innovation, creativity, and collaboration, we strive to elevate the circus arts to new heights and inspire generations to come. Join us as we embark on a journey of spectacle, excitement, and unparalleled entertainment at the forefront of the world's entertainment capital.









# Sponsoring Tiers



## PLATINUM \$25,000

**The Ultimate VIP Experience & Brand Visibility**

### Hospitality & Access

- 12 VIP Tickets for Show A
- 12 VIP Tickets for Show B
- 12 VIP Tickets for the Gala Show
- 20 Free Regular Tickets for any preferred show
- VIP Lounge Access – Exclusive hospitality suite with premium catering & networking
- Private Meet-and-Greet with the festival director and top artists
- Exclusive Behind-the-Scenes Tour of rehearsals and performer training sessions
- Priority Front & Center Seating
- VIP Parking

### Marketing & Branding

- Premier Advertising Package – Full-page spread in the festival program
- Brand Inclusion in Sponsorship Announcement before each show
- Opportunity to Present a Special Award on behalf of your brand
- Dynamic Media Exposure – Your logo featured on:
  - Festival flyers & posters
  - Show programs
  - Pre-show presentations
  - Website & social media (dedicated sponsor highlight post)
- Custom Sponsor Activation Booth inside the festival area for product sampling or promotions
- Naming Rights for a Featured Act or VIP Event – Presented as “[Sponsor Name] Presents...”

### Additional Perks

- 20% Discount on Tickets for Family & Friends
- 20% Discount on Merchandise
- Exclusive Invitation to Sponsor & Industry Networking Event





# Sponsoring Tiers



## GOLD

## \$10,000

### Premium Access & Advertising Opportunities

#### Hospitality & Access

- 8 VIP Tickets for Show A
- 8 VIP Tickets for Show B
- 8 VIP Tickets for the Gala Show
- 15 Free Regular Tickets for any preferred show
- VIP Meet-and-Greet with Artists
- Backstage Access for Sponsors

#### Marketing & Branding

- Ad Placement in Festival Program (Full Page)
- Inclusion in Sponsorship Announcement before the show
- Opportunity to present special prize on behalf of Sponsor
- Brand Visibility on Promotional Materials – Logo featured on:
  - Posters & Flyers
  - Website & social media
- 20% Discount on Tickets for Family & Friends
- 20% Discount on Merchandise





# Sponsoring Tiers



## SILVER

\$5,000

### Exclusive Hospitality & Visibility Package

#### Hospitality & Access

- 4 VIP Tickets for Show A
- 4 VIP Tickets for Show B
- 4 VIP Tickets for the Gala Show
- 10 Free Regular Tickets for any preferred show

#### Marketing & Branding

- Ad Placement in Festival Program (Half Page)
- Logo Placement on Festival Banners, Social Media & Website
- Opportunity to present special prize on behalf of Sponsor
- 10% Discount on Merchandise
- 20% Discount on Tickets for Family & Friends

## BRONZE

\$2,500

### Entry-Level Sponsorship for Brand Awareness

#### Hospitality & Access

- 2 VIP Tickets for Show A
- 2 VIP Tickets for Show B
- 2 VIP Tickets for the GALA Show and Awards Ceremony
- 10 Free Regular Tickets for any preferred show

#### Marketing & Branding

- Ad Placement in Official Festival Program
- Logo Placement in Promotional Materials & Website
- 10% Discount on Merchandise
- 20% Discount on Tickets for Family & Friends





# 2024 Winners



## GOLD VEGAS



**The Flying Gonzalez**  
- Flying Trapeze

## SILVER VEGAS



**Cesar Dias**  
- Musical Comedian



**Duo Soma**  
- Perch



**Philippe & Marie-Lee**  
- Unicycle Duo

## BRONZE VEGAS



**MALEVO**  
- Malambo



**Los Polemicos**  
- Muical Clowns



**Haley Vilorio**  
- Aerial Straps



**Royal Gauchos**  
- Malambo





**5,000+**  
**Spectators**



**25+**  
**Performers**



**August 29-  
September 1  
2025**  
**4 Days of  
Performances**



**20+**  
**Acts**

Las Vegas, renowned for its vibrant nightlife, iconic casinos, and extravagant entertainment, continues to be a top tourist destination. In the previous year, the city welcomed over 30 million visitors, averaging about 88,000 guests each day. This bustling influx underscores Las Vegas's enduring appeal as a global hub for leisure, conventions, and world-class entertainment, attracting tourists from all corners of the world seeking the excitement and luxury that only Vegas can offer.





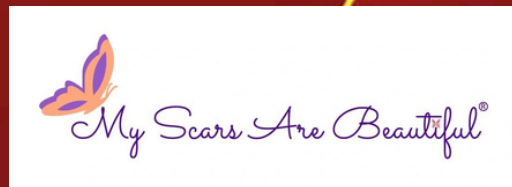
# Giving Back

At the International Circus Festival of Las Vegas, giving back to the community is at the heart of what we do. That's why we're proud to partner with HUMANITIX, a non-profit ticketing platform that donates 100% of its booking fees to charity, ensuring that every ticket purchased contributes to a greater cause.

Through our FLY to FEED initiative, we've donated over 200 pounds of food to help local families in need, addressing hunger right here in our community. At Sunrise Children's Hospital, our The Little Big Top program spreads joy to young patients by donating a gift to every child. Attendees at special sessions of our circus academy are encouraged to bring a gift for a child in exchange for a waived session fee, making giving an integral part of the experience.

We've also donated tickets to local non-profit organizations. Our commitment to giving back continues as we work with local police and firefighters, offering them tickets they can sell to raise funds for their causes and keep some of the profits.

For us, the circus isn't just about entertainment; it's about making a lasting impact on the lives of those around us.



## Local

As proud members of the Las Vegas Chamber of Commerce, we are honored to have the full support of our local business community for the International Circus Festival of Las Vegas. The Chamber's support has been invaluable as we strive to make a positive impact on our city, both culturally and economically.

Our festival has also caught the eye of the Las Vegas Review-Journal, which featured us in their CEO Spotlight and published a unique article highlighting the importance of this event. Their coverage has helped shine a light on our mission to celebrate the artistry of the circus while uplifting the local community.

We are also collaborating with BrandBomb, a dynamic Las Vegas-based public relations company. With their expertise, we are able to amplify our message and connect with even more people who share our vision of bringing world-class circus entertainment to the heart of Las Vegas.

Together, with the support of the Chamber of Commerce, the Las Vegas Review-Journal, and BrandBomb, we are building a festival that not only entertains but also enriches our community.



"JOIN US AS A SPONSOR AND BE AT THE HEART OF INNOVATION."



## Our Sponsors & Supporters



**Sponsorships with the International Circus Festival of Las Vegas place you in the ring with a world-class, world-renowned circus experience.**

**We offer multiple sponsorship levels that will guarantee visibility, exposure, credibility, and lasting relationships in true circus style that speak to all capacities and capabilities.**

**Sponsorships also help the International Circus Festival of Las Vegas continue its legacy of inclusivity that provides affordable and accessible experiences throughout the Las Vegas Valley and beyond.**

**Personalized packages are available and custom bundles are always up for discussion.**

**If you are interested in supporting the International Circus Festival of Las Vegas and our global community, please contact us at [info@lasvegascircusfestival.com](mailto:info@lasvegascircusfestival.com).**

**We thank you for your support.**



# The Venue

The 1st International Circus Festival of Las Vegas was an unforgettable celebration of circus artistry, hosted under the magnificent Big Top tent provided by Circus Caballero. With over 65 years of excellence, Circus Caballero's iconic red and yellow tent, "The Cathedral," seated over 1,200 guests in a fully climatized environment, creating an electric atmosphere under the Las Vegas lights. Performers from around the world came together to showcase their talent in a venue that embodied the true spirit of the circus.

Building on this success, whether under the grand Big Top or within a world-class local theatre, the 2nd International Circus Festival of Las Vegas continues to be a platform for excellence, innovation, and tradition. Join us for another breathtaking edition as we honor the past, embrace the present, and shape the future of circus in the entertainment capital of the world!



Contact

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