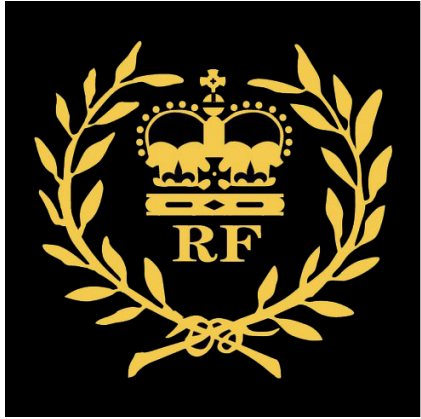


FIESTA DE LOS REYES

April 20 - 30, 2023 | Market Square Expanded Footprint





REY FEO CONSEJO Educational Foundation

Our Mission

The Rey Feo Consejo Educational Foundation is a membership-based nonprofit founded in 1982 by Rey Feo XXXII Logan Stewart. The organization is comprised of former Reyes Feos who approve other business and civic leaders for membership through an annual application process. Applicants must be nominated by a current member in November.

The organization's mission is to uphold the traditions of the Rey Feo, increase awareness and support the fundraising efforts of the Rey Feo Scholarship Foundation. To learn more about the Rey Feo scholarship program and scholarship eligibility requirements please visit ReyFeoScholarship.com. Scholarship applications are available for high school seniors in January of each year.





REY FEO CONSEJO

Educational Foundation

Event Ideation & Curated Creativity

Key Ingredients

- **Immersive and multi-sensory experience**
- **Highlight the past, present and future**
- **Where history lives and artistic, culinary and cultural variety flourish**
- **Curated by music, authentic chefs, artists, makers, venues, and partners**
- **Sharing the diverse, authentic, unique and the unexpected**
- **Largest attended Official Fiesta Event in one footprint**
- **The power of music, festivals and traditions**
- **Celebrate diversity and inclusion of individuals, businesses and communities**



**FIESTA
DE LOS
REYES**

AT Market Square

- **FDLR brings engaging programming to brands and services – starting at \$15K - \$100K for an activation space or exclusive brand positioning all 10 days – 10:00 am – 10:00 pm**
- **Integral part of Fiesta VIP Experience**
- **Exposure to a large diverse community, lead generating and media bundled packages – 67% Hispanics; 25% Veterans – 600,000 in attendance plus the incremental events bundled in the 10 day experience**
- **Direct impact to your Brand KPIs**
- **Direct Local Community Impact and Economic Growth**



BRAND IMPACT

- **Fiesta San Antonio is projected to have 3mm visitors in a 10 day period – April 20-30, 2023 who will generate \$350 million impact to the City**
- **FDLR is the largest and longest activation event of the 100+ events happening during the Fiesta season.**
- **100+ music artists, food and merchandise flavors of Fiesta hit the FDLR stage**
- **10 days of Partnership engagement, sampling, leads, sales and branding impressions**





MEDIA PARTNERS

- * **Broadcast Media (English & Spanish)**
- * **Radio / 7 Stations**
- * **Print Media**
- * **Digital and Social Media**
- * **Banner Placement**





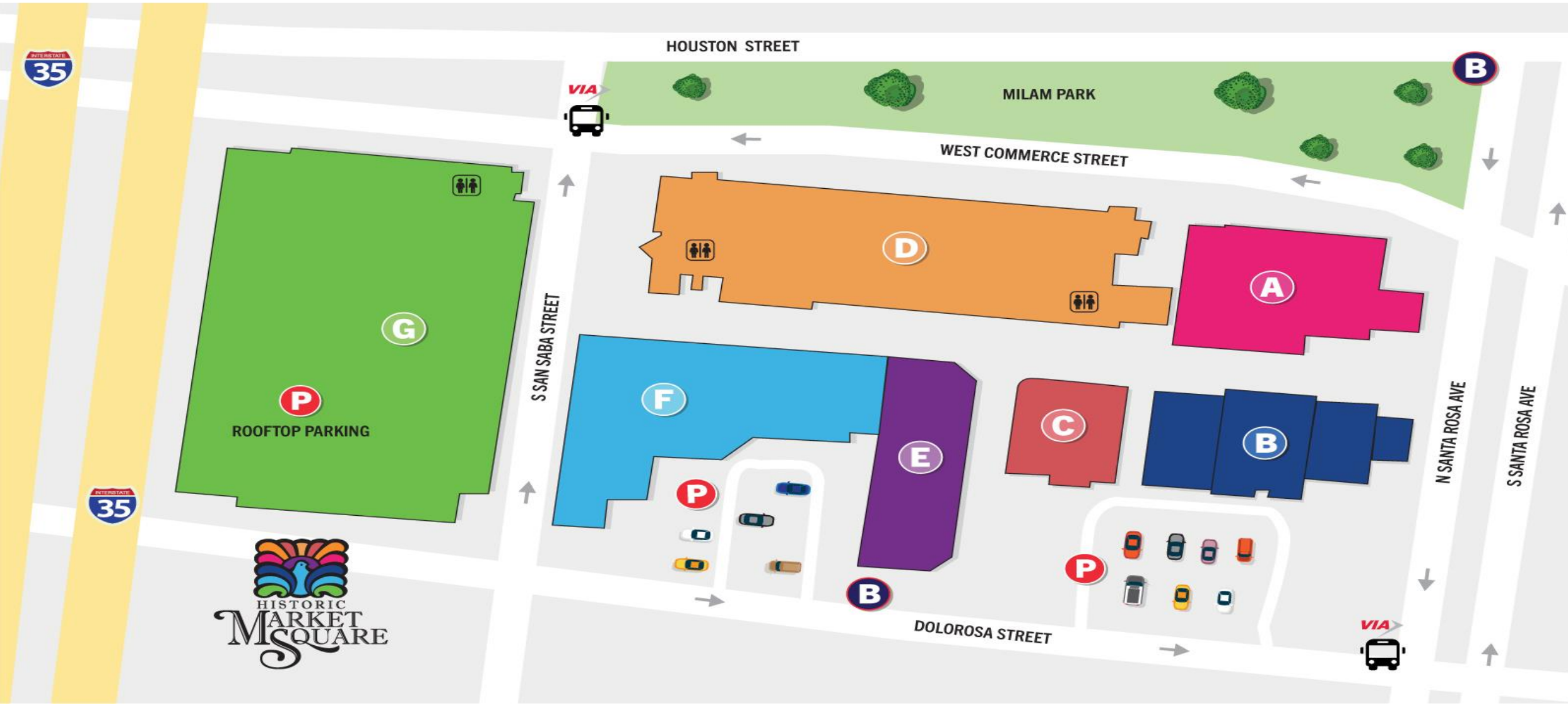
Historic Market Square



FOOTPRINT OF MARKET SQUARE AND MILAM PARK

MAP DIRECTORY

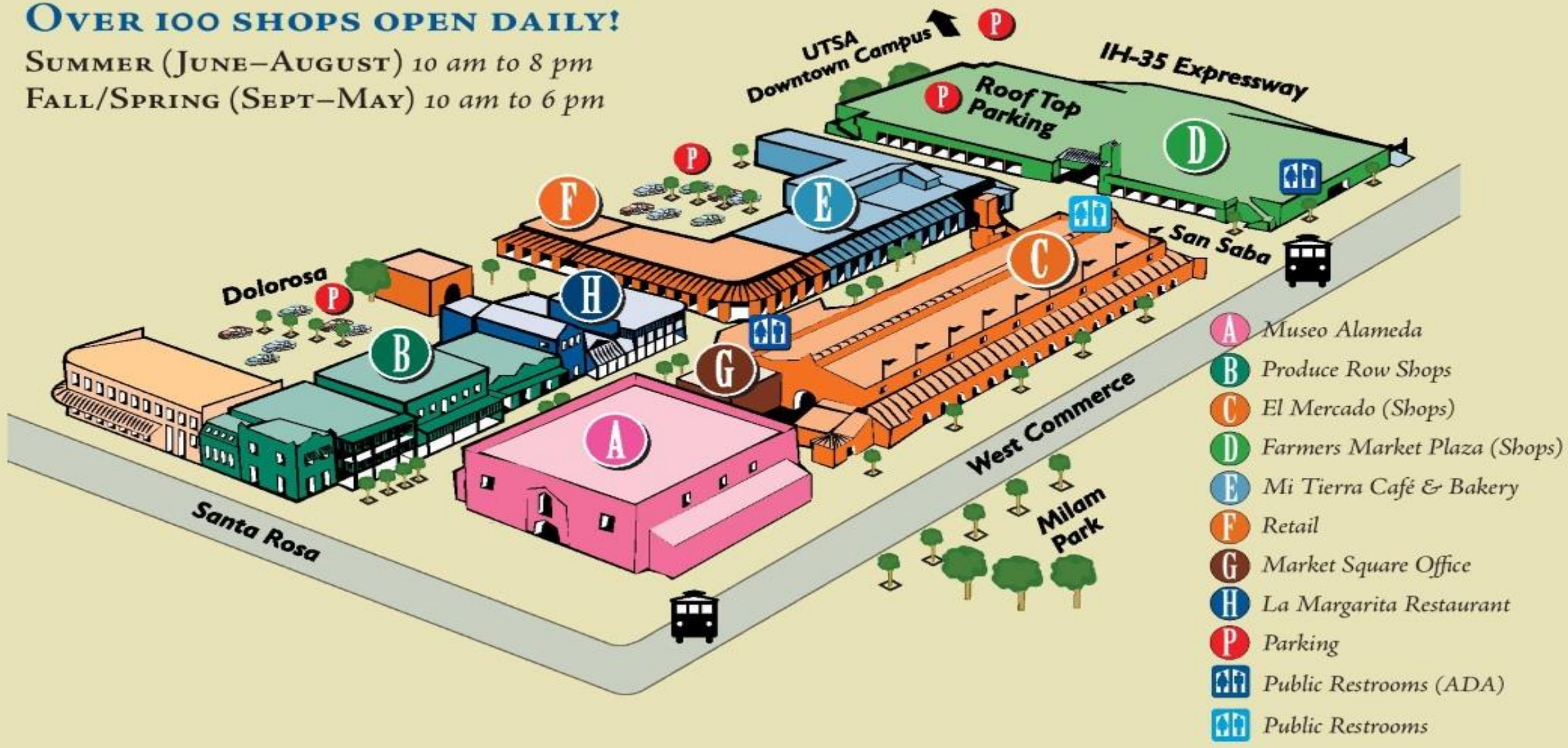
- A** Centro de Artes
- B** Produce Row Shops
- C** La Margarita Restaurant
- D** El Mercado Shops
- E** Viva Villa & Shops
- F** Mi Tierra Café & Bakery
- G** Farmer's Market Shops & Café's
- P** Parking
- B** Swell Cycle
-  VIA Bus Stop
-  Restroom





OVER 100 SHOPS OPEN DAILY!

SUMMER (JUNE–AUGUST) 10 am to 8 pm
FALL/SPRING (SEPT–MAY) 10 am to 6 pm











FEST. SAN ANTONIO LIGHT

FEST. SAN ANTONIO LIGHT

SMOKED JUMBO KEY LEGS

OLD FASHION HAMBURG

NO PARKING ANYTIME

GORDITAS GORDITAS

Calentitas Y Sobrecitas

#SANANTONIO

Volcom

GIARDOLI 21

2

21

DUNCAN

Capri

lbe



Fiesta De Los Reyes 2023

RFC Sponsorship Contact

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