

PIPS ENTERTAINMENT

CATHEDRAL CITY CULTURAL MUSIC SERIES 2027

Three Signature Events. One Powerful Partnership.

Sponsorship & Advertising Rate Card

SOUL SPRINGS FESTIVAL

February 6, 2027

Soul · R&B · Jazz · Culture · Community

MOTHER'S DAY JAZZ & BLUES

May 2027 · Mother's Day Weekend

Jazz · Blues · Family

RHYTHMS OF THE AMERICAS™

End of Summer 2027

Latin · Caribbean · Salsa · Reggae · Latin Jazz

PRESENTED IN PARTNERSHIP WITH

AGUA CALIENTE

Major Presenting Partner

CITY OF CATHEDRAL CITY

Presenting City Partner

DOUBLETREE BY HILTON

Official Host Resort · Second Year

Traditional sponsorship gives a company one weekend of visibility. This series gives you a relationship with our audience all year long: meet them at Soul Springs in February, reconnect at Mother's Day Jazz & Blues in May, and celebrate with them again at Rhythms of the Americas at the end of summer.

1,800

guests in 2026

+80%

growth over 2025

700

tickets already sold

665+

room nights booked

The numbers behind the invitation

- Soul Springs Festival sold out both of its first two years: 1,000 guests in 2025 and 1,800 in 2026, an 80 percent jump.
- The 2027 festival has already sold 700 tickets, more than five months before showtime and before the marketing push begins.
- Attendees have personally booked 265 rooms at the DoubleTree host resort for the February weekend. That is real demand, not a room block on paper.
- More than 665 room nights are contracted across the three 2027 events, a full-year destination commitment at one resort.
- Behind the series stand decades in Los Angeles: Mother's Day Jazz & Blues sold out fifteen consecutive years at the John Anson Ford Amphitheatre, and the Afro-Latin Groove, now Rhythms of the Americas™, drew more than 800 guests for thirteen straight years.

The city is with us

Council Member Christina Gordon of District 3 calls it “the best event I've seen at the amphitheater, ever.” The series enjoys vocal support across city leadership, from City Manager Andrew Firestine to the Mayor and City Council.

Destination impact your business feels

Our guests do not simply attend and go home. They stay overnight, dine locally, shop, visit casinos and attractions, and spend throughout the region across three separate weekends. Sponsors reach these consumers inside the event and throughout their destination experience.

Because our principal presenting relationships are already in place, these positions build a select group of Official Series Partners underneath them.

PREMIER SERIES PARTNER

\$50,000

A major year-round partnership covering all three events.

- Premium logo placement across all three events
- Category exclusivity when available
- Premium on-site activation space at all three events
- VIP hospitality package for each event
- Stage recognition at every event
- Brand mentions in selected event advertising
- Logo inclusion in email campaigns and social media integration
- Product sampling and consumer engagement opportunities
- Opportunity to create a branded festival experience
- Recognition as an Official Premier Partner of the series

OFFICIAL SERIES PARTNER

\$25,000

Brand presence throughout all three events.

- Logo placement on series marketing materials
- On-site activation at all three events
- VIP tickets for each event
- Social media recognition and email marketing inclusion
- Stage acknowledgments
- Product sampling and giveaway opportunities
- Recognition as an Official Partner of the 2027 Series

COMMUNITY SERIES PARTNER

\$10,000

Meaningful exposure without a major corporate-level investment.

- Participation in all three events
- Logo recognition
- 10x10 activation space when appropriate
- VIP and guest tickets
- Social media and website recognition
- Selected stage acknowledgments

One of our primary goals is to make the series accessible to the businesses that make the Coachella Valley special. These packages let smaller and locally owned companies participate alongside larger regional and national brands.

GOLD BUSINESS PARTNER**\$7,500**

- Presence at all three events
- Enhanced logo recognition
- Vendor and activation opportunity
- Digital and social recognition
- Hospitality tickets

SILVER BUSINESS PARTNER**\$5,000**

- Recognition across the three-event series
- Logo placement
- Selected digital promotion
- Event tickets
- On-site business visibility

COMMUNITY BUSINESS PARTNER**\$2,500**

- Business name and logo recognition
- Website and social media recognition
- Selected event signage
- Event tickets

FRIEND OF THE SERIES**\$1,500**

Entry level, for local businesses and community supporters.

- Business recognition
- Website listing
- Selected event recognition
- Event tickets

Single-event sponsorships

Businesses not ready to commit to the entire series may sponsor an individual event. The greatest marketing value and preferred pricing are reserved for partners participating in all three events.

COMMUNITY PARTNER

\$2,500

SUPPORTING PARTNER

\$5,000

MAJOR EVENT PARTNER

\$10,000

CUSTOM EVENT PARTNERSHIP

from \$15,000

How to become a partner

1**Reach out**

Email Derrick Pipkin at pipsent@gmail.com and tell us which level interests you, or describe what you want to achieve.

2**We build the fit**

We will confirm availability, category exclusivity, and tailor the activation to your marketing objectives.

3**Confirm and activate**

We countersign, collect your assets, and begin promoting you across the series immediately.

READY WHEN YOU ARE

pipsent@gmail.com | www.SoulSpringsFest.com

Banner placements put your brand in front of every guest who walks the grounds - 1,800+ at Soul Springs alone - with no staffing required. Placements appear in guest photography and event video, extending reach well beyond the day itself. There are 26 placements in total across the festival.

PREMIUM	PRIME	STANDARD												
Side of Stage \$750 each	Front of Stage \$350 each	VIP Cabana Surround \$200 each												
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- Large hanging banner flanking the main stage - The highest-visibility position at the festival - Appears in all stage photography and video	- Facing the crowd at the front of the stage - Seen by every guest watching a performance - Captured in audience photos all day	- Placed around the VIP cabana section - In front of your highest-spending guests - Multiple placements available												

Every placement includes your logo on the event website sponsor wall. Positions are assigned in the order they are confirmed.

Series banner package

Hold the same placement at all three 2027 events and save. One agreement, three weekends, a full year in front of the same audience.

SIDE OF STAGE x3 \$1,950 save \$300	FRONT OF STAGE x3 \$900 save \$150	VIP CABANA x3 \$500 save \$100
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How it works

- 1 Reserve** Email pipsent@gmail.com with the placement and quantity you want.
- 2 Submit artwork** Send print-ready artwork at the size above. No artwork? We can produce it for you - ask for a quote.
- 3 We install** We handle printing, hanging, and removal. Your banner is up for the full event day.

Banner spend may be credited toward a Friend of the Series or Community Business Partner package - ask us how to upgrade.

Benefits at a Glance

2027 Series partnership comparison

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BENEFIT	Premier \$50,000	Official \$25,000	Community \$10,000	Gold \$7,500	Silver \$5,000	Comm. Biz \$2,500	Friend \$1,500
All three events	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Category exclusivity	When available	—	—	—	—	—	—
On-site activation space	Premium	Yes	10x10	Vendor booth	—	—	—
VIP hospitality	Full package	VIP tickets	VIP + guest	Hospitality	Event tickets	Event tickets	Event tickets
Stage recognition	Every event	Yes	Selected	—	—	—	—
Advertising inclusion	Yes	Series materials	—	—	—	—	—
Email and social media	Yes	Yes	Yes	Yes	Selected	Yes	Website listing
Sampling and giveaways	Yes	Yes	—	Yes	—	—	—
Branded experience	Yes	—	—	—	—	—	—
Event signage	Premium	Yes	Yes	Yes	Yes	Selected	—

Banner placements are sold separately — see page 5. Custom and category-exclusive partnerships are available on request.

We also create exclusive branded experiences that let a sponsor own part of the guest experience. Each is customized around your marketing objectives and budget.

Official category partnerships

- Automotive
- Airline or Travel
- Radio
- Healthcare
- Restaurant
- Media
- Bank or Credit Union
- Beverage
- Hotel

Branded experience partnerships

- VIP Experience
- Wellness
- Photo Experience
- Cabanas
- Transportation
- Charging Station
- Picnic Experience
- Small Business Marketplace
- Festival Fan Giveaway

We want partners, not just sponsors

Our objective is long-term relationships with businesses that recognize the economic and cultural value of bringing people together. Whether you are a major corporation, a Coachella Valley family business, or an emerging company reaching new customers, there is a place for you in this series.

LET'S TALK

Three Events. One Community. One Powerful Partnership.

Derrick Pipkin, Founder — PIPS Entertainment

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