



THE HUE

The Hue is an all-day, youth-led music festival held in the Eastern Coachella Valley every spring. Members of Alianza's Youth Organizing Council are responsible for all aspects of the event, from selecting the performance line-up, to promotion, venue setup, and MCing. It serves as a community-driven alternative to the Coachella music festival that takes place in the area around the same time each year. The Hue emphasizes and nurtures creativity, public speaking, and leadership skills - giving young people the tools needed to secure the necessary permits for large-scale events, the ability to map event plans with City and County officials, and work on bringing local artists to the space.

SPONSORSHIP LEVEL BREAKDOWN

SUPER STAR: \$10,000

- Main stage Formal Recognition (Day of event)
- Showcase Business Logo on Event Video and all Event Materials
- Main Stage Signage Recognition (Day of event)
- Including all of the benefits below

TOUR MANAGER: \$5,000

- Mention in all Advertisements, Press Releases and Flyers
- Signage recognition throughout the event venue.
- Including all of the benefits below

SONGWRITER: \$3,000

- Business logo printed on event program
- Free booth space to display your business' products and/or service
- Including all of the benefits below

FAN: \$1,000

- Listed in Alianza's email newsletter
- Mention on a social media announcement (i.e. Facebook/Twitter)
- Name included in The Hue 2024 program (Day of event)