



# THE BEAN AND CHISME SHOW

**LIVE COMEDY. PURO LAUGHS.**

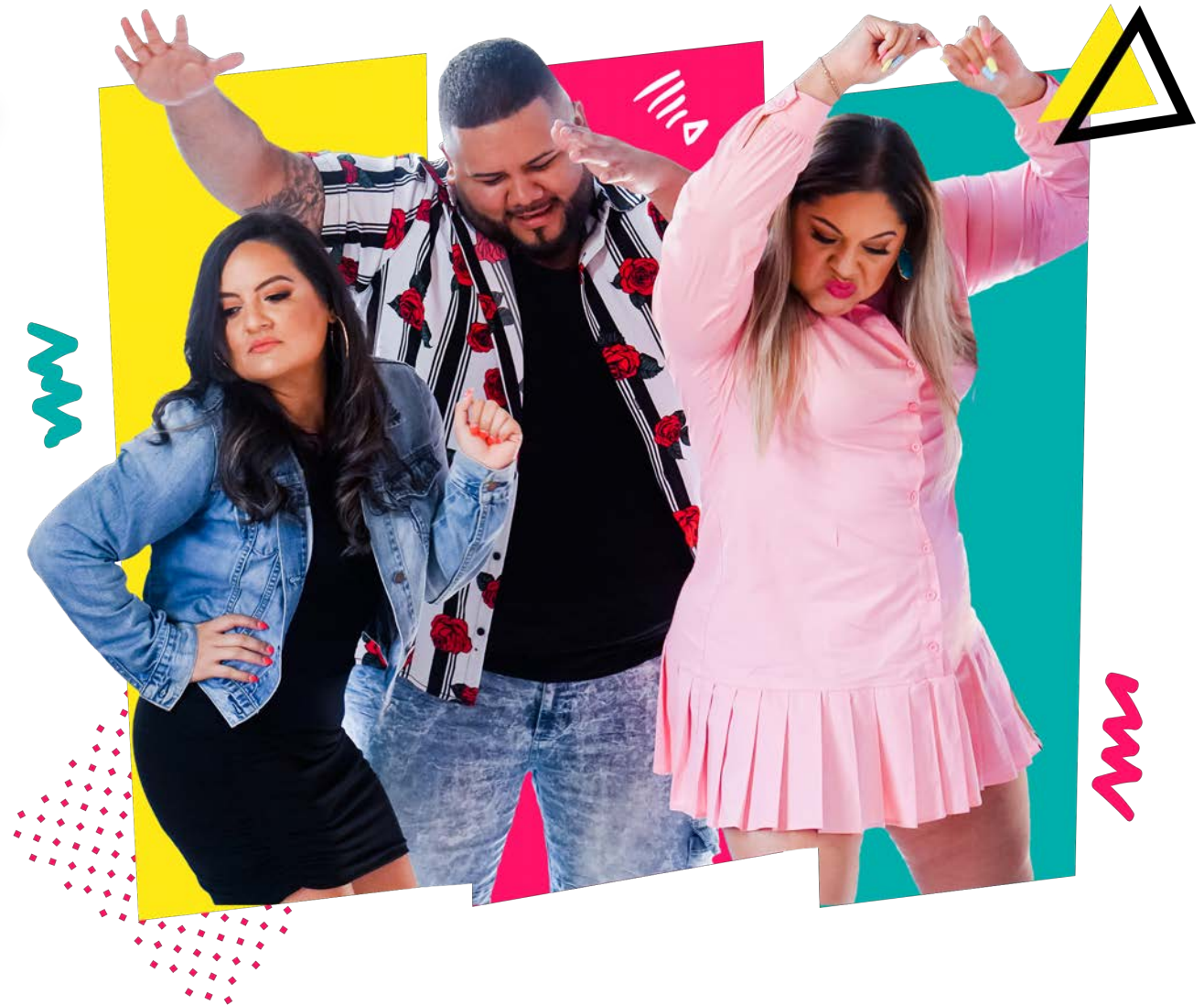
## **SEASON 3**

Fall 2022 – Spring 2023

12 Episodes – 2 per month

# WHO ARE WE?

We are a bilingual comedy collective that loves celebrating our Latino lifestyle and heritage. Started in 2017 by two Latinas in San Antonio, Texas "The Bean & Chisme Show" has evolved into an entertaining variety of live comedy acts, sketch comedy, and some good ole chisme - think "In Living Color" meets Saturday Night Live! We've been able to make an impact more now than ever, through real life conversations and comedic creative skits. Our goal is to empower our people by telling stories we can all relate to. Whether you need a good laugh or a trip down memory lane, this next generation of comics are sure to make you spill your Michelada!





## OUR MISSION

To entertain, inspire and bring laughter through comedy and to give Latinos a voice on a national platform. While we are more relatable to the Latino audience, we want everyone to laugh no matter their ethnicity or background. Puro Laughs. Puro Fun.



# CAST AND SOCIAL #'S



**Sam**



111,000



102,000



20,000



6,390



1,761



**AJ**



8,100



5,834



215



4,445



276,500



13,400



**Chona-E.**



64,000



201,400



5,935



6,840

**OVERALL REACH: 825K+ ON 15 TOTAL PLATFORMS**

# GOALS

## SHORT TERM:

Launch Season 3 of The Bean & Chisme show LIVE and continue to grow our presence nationally.

## LONG TERM:

To go on tour with our LIVE show and be picked up by a major network.





# WHY SPONSOR THE BEAN & CHISME SHOW

12 episodes | 6 months | 15 platforms | 825K+ followers

By advertising your business with "The Bean & Chisme Show" you are making a difference in the lives of Latinos by helping to elevate our voice and presence. Not only do we work with the best production teams we also have top Latino talent all working together to make this dream real. Your help provides the support we need to make this happen! As a sponsor you are also providing entertainment jobs to the workforce and opportunities for students at Our Lady of the Lake University (OLLU) to get hands-on training and real world practicum through our NEW student internship program.



# \$100,000 TITLE SPONSORSHIP

## “EL MERO MERO”

12 episodes | 6 months | 15 platforms | 825K+ followers

The title sponsor is the overall arching sponsor and will be branded and made known as our #1 partner throughout the entire show season.

- Sponsor logo to be visible on screen during each LIVE B&C Show
- Sponsor logo can be branded on interview set backdrop
- Branded interview, segment or commercial to be aired every episode
- Sponsor logo to be included on all social media cover photos
- Sponsor logo and sponsor link to be included on B&C website
- Two promotional events or POP-UPS hosted by the B&C Show per season
- Social media promotion across all platforms including all cast members social platforms (1 post per month on one platform of their choosing)
- One monthly social post driven by the sponsor - NOT B&C related.
- Fiesta 2023 Kickoff Party Sponsorship





# \$50,000 COMMUNITY SPONSOR

## "EL COMPADRE OR LA COMADRE"

12 episodes | 6 months | 15 platforms | 825K+ followers

Not only do we want to be influencers, we want to make an impact. The goal of this sponsorship is to embrace our community by hosting small 'cafecitos' or meetups, allowing the community to meet the B&C crew along with pushing an overall initiative that better the lives of our largely Latino base. Whether it's a health and wellness initiative, financial literacy, education, mental health, we want to make an impact in a big way by meeting face to face with our fans and spending time discussing these important topics.

*\*Title Sponsor can ALSO do the Community Sponsor for \$150k total*

- B&C will host 4 community events at a selected location during the season
- B&C will mention Community Sponsor once every episode
- B&C will promote each event on all social media platforms
- B&C will create an event page for each community event, including the sponsor as the host





# \$25,000 PRODUCTO SPONSOR

## "AMIGO SPONSOR"

12 episodes | 6 months | 15 platforms | 825K+ followers

The goal of this sponsorship is provide sponsor logo and product visibility during each LIVE show by having shirts, cups, drinks, food visible throughout the entire LIVE show. The product will be shown on camera multiple times throughout the show.

(Potential product sponsors - Soda, Redbull, Bill Miller Tea)

- Sponsored products will stay on the LIVE B&C set the entire time
- Sponsored products will be tagged on social media when present in photos (when applicable)



## \$1,500 SPONSORSHIP

By becoming a Padrino, your business will reach over 1.1 million followers across 17 social platforms. You are investing in future Latino talent that will make waves in the entertainment industry and train future content creators writers, and producers to continue telling our stories. Let's join together and make history by developing a unique show that will put nuestro gente on the map!

**This sponsorship includes the following items throughout the Season Oct. 2022- April 2023:**

- 2 VIP tickets to every Bean and Chisme Comedy Show
- Access to the private filming of the show and set (live audience), 12 episodes
- Bean and Chisme merchandise 2 shirts, 2 medals, and stickers
- 1 (:15 second mention on the live show)
- 1 social media tag on FB and IG
- VIP Access at our Fiesta 2023 End of Season Event in April



**OVERALL REACH: 825K+ ON 15 TOTAL PLATFORMS**

For more info contact: [Sam@heartfiremedia.net](mailto:Sam@heartfiremedia.net) or call 210-467-8244





**FOR MORE**  
**INFO CONTACT**

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