

# 21<sup>ST</sup> FESTIVAL LATINOAMERICANO



SUNDAY, OCTOBER 9TH, 2011 ♦ SYMPHONY PARK ♦ CHARLOTTE, NC

## ABOUT THE LATIN AMERICAN FESTIVAL

The 21st Annual Latin American Festival, presented by the Latin American Coalition, the Latin American Women's Association and the Mint Museum, is a one-day, highly publicized cultural celebration attracting more than 25,000 children and adults. The Festival features traditional folkloric dance and musical performances by both local artists and nationally and internationally known performers on two stages. Our open-air food court offers authentic Latin American cuisine; festival patrons also enjoy the interactive cultural pavilion, Latin American Art & Crafts Marketplace, and children's activities.



Our longest-running and most popular event, the Latin American Festival is a one-of-a-kind opportunity for corporate partners who want to reach our region's diverse Hispanic population. Event sponsorships go fast, so reserve your space today!

# LATIN AMERICAN FESTIVAL / SPONSORSHIP LEVELS

## Presenting Sponsor- \$20,000

- Largest Logo Featured:
  - At the Festival, as the Title Sponsor of the main stage.
  - In 20,000 Festival programs to be distributed at the entrance of the Festival.
  - In 20,000 flyers advertising the Festival to be distributed in businesses, schools, churches and other institutions.
  - In Spanish language print media and on the Latin American Festival's website: [www.festivallatinoamericano.org](http://www.festivallatinoamericano.org).
- Name highlighted in news releases, with a circulation of 500 local and national media outlets.
- 150 complimentary admission tickets to the Festival and 30 passes to our private, fully catered VIP tent.
- 3 (5 minute) opportunities to directly address the Festival attendees from the main stage at peak attendance times.
- Premium tent space at the Festival where you may offer product sampling, coupons, favors, company brochures, etc. Your space will include one 20'x20' tent, eight 6' tables with tablecloths and eight chairs.
- Eight live announcements by the emcee during the Festival highlighting your involvement at the event.

## Platinum Sponsor- \$10,000

- Large Logo Featured:
  - In 20,000 Festival programs to be distributed at the entrance of the Festival.
  - In 20,000 flyers advertising the Festival to be distributed in businesses, schools, churches and other institutions.
  - In Spanish language print media and on the Latin American Festival's website: [www.festivallatinoamericano.org](http://www.festivallatinoamericano.org).
- Name highlighted in news releases, with a circulation of 500 local and national media outlets.
- 60 complimentary admission tickets to the Festival and 15 passes to our private, fully catered VIP tent.
- 2 (5 minute) opportunities to directly address the Festival attendees from the main stage.
- Premium tent space at the Festival where you may offer product sampling, coupons, favors, company brochures, etc. Your space will include one 20' X 20' tent, six 6' tables with tablecloths and six chairs.
- Five live announcements by the emcee during the Festival highlighting your involvement at the event.

## Gold- \$5,000

- Medium Logo Featured:
  - ✓ In 20,000 Festival programs to be distributed at the entrance of the Festival.
  - ✓ In 20,000 flyers advertising the Festival to be distributed in businesses, schools, churches and other institutions.
- 40 complimentary admission tickets to the Festival and 10 passes to our private, fully catered VIP tent.
- 1 (5 minute) opportunity to directly address the Festival attendees from the cultural stage.
- Premium tent space where you may offer product sampling, coupons, favors, company brochures, etc.
- Your space will include one 15' X 15' tents, four 6' tables with tablecloths and six chairs.
- Three live announcements by the emcee during the Festival highlighting your involvement at the event.

## Silver- \$2,500

- Small Logo Featured in 20,000 Festival programs to be distributed at the entrance of the Festival.
- 30 complimentary admission tickets to the Festival and 5 passes to our private, fully catered VIP tent.
- Premium tent space where you may offer product sampling, coupons, favors, company brochures, etc. Your space will include one 10'x10' tent, three 6' tables with tablecloths and four chairs.
- One live announcement by the emcee during the Festival highlighting your involvement at the event.

## Bronze- \$1,000

- Name Featured in 20,000 Festival programs to be distributed at the entrance of the Festival.
- 20 complimentary admission tickets to the Festival and 1 pass to our private, fully catered VIP tent.