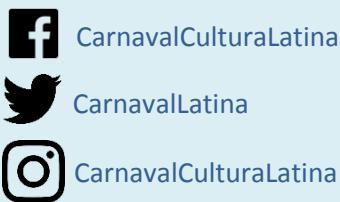


# Carnaval De La Cultura Latina

## 2018 Sponsorship Package

New York City  
New Jersey  
Florida



## About the Carnaval de la Cultura Latina

The Carnaval de la Cultura (CCL) comprises many specialty pavilion areas designed to enrich and foster the Latino community. Pavilions offer an array of activities and interactive experiences that emphasize family health and wellness.

Our attendees praise the CCL for our strong focus on family as well as our commitment to health and wellness throughout the Latino community. This is one of the major reasons why the Carnaval has become the premiere Latino family event during Hispanic Heritage Month in New York City.

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The Carnaval de la Cultura Latina

Celebrates Hispanic Heritage Every Year

Has FREE Health Screening Referrals and Wellness Programs

Provides Fun Family Activities, Games, Face Painting, Inflatables, Food Samples, and Much More

Hosts Main Stage Live Performances with Local & International Artists

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The goal of the Carnaval is to highlight and promote the vibrancy of Latin America through art, music, dance, and great food. It is a great way for attendees to participate in the festivities and provide a fun and enjoyable day for the whole family.

Vendors will provide all kinds of Latin American entertainment, such as arts and crafts, music, food and many other items. Children's entertainment will include inflatables, face painting, games, and lots of giveaways as well as food samples being distributed throughout the public.



## Venues

The Queens Edition of the Carnaval De La Cultura Latina has been held for the past 11 years during the first week of Hispanic Heritage Month in Corona, Queens, New York with an average annual attendance of 85,000 people.

For the first time in its history, the Carnaval de la Cultura Latina hosted its event outside of the Borough of Queens on July 16, 2017. It marked the official inaugural of the Bronx Edition of the Carnaval de la Cultura Latina.

With an attendance of approximately 45,000 people, it has succeeded in promoting Latina culture throughout the Bronx.

For the past 11 years, we have received hundreds of emails from people voicing their demands in bringing the Carnaval to their area. We have heard their demands and are pleased to announce three new locations for the 2018 Carnaval de la Cultura Latina.

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**New Jersey**  
**Miami, Florida**  
**Doral, Florida**

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We look forward to your participation.

Please take a look at the available sponsorship opportunities on the next page.





## **Sponsorship Opportunities**

*SPONSORSHIP PACKAGES WILL BE PERSONALIZED ACCORDING TO SPONSOR'S NEEDS*

### **DOUBLE DIAMOND SPONSOR - \$75,000**

- Recognized as the exclusive Double Diamond Sponsor of the festival (upon contractual agreement) until the end of the event day
- Prime marketing and advertisement campaign for the event on the Carnaval de la Cultura Latina official website
- Double Diamond Sponsors will have allocated speaking time to have their representatives address the crowd from the stage as needed
- Photo opportunity with VIPs on-stage and in the VIP area
- Master of Ceremony will mention the Double Diamond Sponsor with their locations at the festival every half hour on the hour
- Mentioned as the Double Diamond Sponsor of the event in 6 full page ads of selected newspaper
- Inclusion in promotional materials, invitations, flyers and social media, where applicable
- Double Diamond banner will be presented on the optimal space on the stage with maximum viewing potential for the audience. Logo to be prominently featured on main stage screen, promotional materials, t-shirts and other giveaways.
- Mobile Billboard Advertising leading to the day of the event
- Lamp post banners with company logo will be placed for 4 blocks leading to the day of the event
- Phone Booth Advertising leading to the day of the event
- Promotion on day of the event at our Free Cell Phone Charging Station
- 8 LED HD-TV Screens
- 12 booths/tables and chairs
- 10x40 satellite space for added promotion and/or activities
- Exclusive sponsor of the 2018 Seeds of Talent Show
- Exclusive sponsor of the 2018 Miss Carnaval Cultura Latina



## **GOLDEN DIAMOND SPONSOR - \$50,000**

- Recognition as the exclusive Golden Diamond Sponsor of the festival (upon contractual agreement among both parties) till the date of the event
- Prime marketing and advertisement campaign for the event on the Carnaval de la Cultura Latina Official Website
- Golden Diamond Sponsor will be allocated speaking time to have their representatives address the crowd from the stage
- Photo opportunity with elected officials and VIPs on-stage and VIP area
- Master of Ceremony will mention the Golden Diamond Sponsor with their locations at the festival every half hour on the hour.
- Mentioned as the Golden Diamond Sponsor of the event in 4 full page ad of selected newspaper
- Inclusion in promotional materials, invitations, flyers and social media, where applicable
- Golden Diamond banner will be presented on the optimal space on the stage with maximum viewing potential for the audience. Logo prominently featured on main stage screen, promotional materials, t-shirts and other giveaways.
- Lamp post banners with company logo will be place on 3 blocks leading to the day of the event
- Phone Booth Advertising leading to the day of the event
- Promotion on day of the event at our Free Cell Phone Charging Station
- 8 LED HD-TV Screens
- 10 booths/tables and chairs
- 10x20 satellite space for added promotion and/or activities
- Participating sponsor of the 2018 Seeds of Talent Show
- Participating sponsor of the 2018 Miss Carnaval Cultura Latina



## **DIAMOND SPONSOR - \$30,000**

- Recognition as the exclusive Diamond Sponsor of the festival (upon contractual agreement among both parties) until the predetermined date
- Prime marketing and advertisement campaign for the event on the official website of the Carnaval de la Cultura Latina
- Sponsor will be allocated speaking time to have their representative address the crowd from the stage
- Photo opportunity with elected officials and VIP's on stage and VIP area
- Master of Ceremony will mention the Diamond Sponsor with their location at the festival every half hour.
- Mention as the Diamond sponsor of the event with other participants in 2 full page ad of selected newspaper
- Two full page ad for the sponsor to promote their company's products or services on print media.
- Sponsor's banner will be presented on the optimal space on the stage with maximum viewing potential for the audience. Logo prominently featured on main stage screen, promotional materials, t-shirts and other giveaways.
- Lamp post banners with sponsor's logo will be place on 2 blocks leading to the day of the event
- 8 booths/tables and chairs





## **EXECUTIVE SPONSOR - \$15,000**

- Identification as the Executive Sponsor in media campaign leading to the event
- Marketing and advertisement campaign on the Carnaval Official Website
- Executive sponsor will be part of the day's program, which includes an opportunity to address the public
- Hourly mention as the Executive Sponsor by the Master of Ceremony
- Mention as the Executive sponsor of the event with other participants in a full page ad of selected newspaper
- Banner on stage, Logo prominently featured on main stage screen, promotional materials
- 5 booths/tables and chairs as needed

## **PLATINUM SPONSOR - \$10,000**

- Identification as the Platinum Sponsor identification in media campaign leading to the event
- Marketing and advertisement campaign on the Carnaval Official Website
- Half-Hourly mention as the Platinum Sponsor by the Master of Ceremony
- Mention as the Platinum sponsor of the event with other participants in a full page ad of selected newspaper
- Logo prominently featured on promotional materials



- 4 booth/tables and chairs as needed

### **GOLD SPONSOR - \$5,000**

- Identification as the Gold Sponsor identification in media campaign leading to the event
- Marketing and advertisement campaign on the Carnaval Official Website
- Mention as the Gold sponsor of the event with other participants in a full page ad of selected newspaper
- Logo prominently featured on promotional materials
- 2 booth/tables and chairs as needed

### **SILVER SPONSOR - \$2,500**

- Identification as the Silver Sponsor in media campaign leading to the event
- Marketing and advertisement campaign on the Carnaval Official Website
- Mention as a Silver sponsor of the event with other participants in a full page ad of selected newspaper
- 1 booth/table and chairs as needed

*Multi-Media & Marketing Capabilities: Print | Online | Digital | Events | Social  
Media | Geo-targeted Marketing  
Over \$100,000 of Measured  
Media Promotion*

Press Conference Cocktail Reception Date and Venue TBD





**\*\*Contact Us for Multi-City Bundles or to become the Official Sponsor of the Carnaval de la Cultura Latina\*\***

## Media Partners



centroaméricatv



TELEVISION DOMINICANA



# SIGN UP TODAY

Company		
Contact Name		
Address		
City	State	Zip Code
Phone		
Email		

Sponsorship Agreement form can be email to [info@carnavalculturalatina.com](mailto:info@carnavalculturalatina.com) or mail to the following address:

Dominico American Society of Queens  
Attn: Carnaval Cultura Latina 2018  
40-27 97<sup>th</sup> Street 1<sup>st</sup> floor Corona, NY 11368

For more information contact Jose Tejada at 917 776 5951  
or email us at [info@carnavalculturalatina.com](mailto:info@carnavalculturalatina.com)

### PLEASE INDICATE THE LEVEL OF SPONSORSHIP PARTICIPATION

Sponsorship Package: \_\_\_\_\_ Investment: \$ \_\_\_\_\_

Location: Queens, NY ( ) ; Bronx, NY ( ) ; New Jersey ( ) ; Doral, Florida ( ) ; Miami, Florida ( )

Our organization will provide the following:

- ( ) Health-related brochures
- ( ) Promotional materials
- ( ) Insurance information
- ( ) Gifts
- ( ) Other (please list): \_\_\_\_\_

In addition, please follow up by mailing the original copy of this contract with full payment payable to:

Dominico-American Society of Queens, Inc.  
40-27 97<sup>th</sup> Street 1<sup>st</sup> floor corona, NY 11368

Make sure to include Carnaval De La Cultura Latina 2018 under Memo

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

