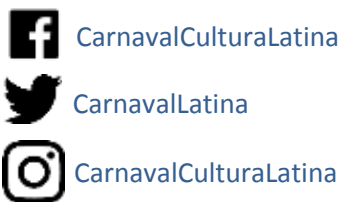


# Carnaval de la Cultura Latina

## 2022 Sponsorship Package

New York City  
Florida



## About the Carnaval de la Cultura Latina

The Carnaval de la Cultura (CCL) comprises many specialty pavilion areas designed to enrich, educate, services and foster the Latino community. Pavilions offer an array of activities and interactive experiences that emphasis 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. 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, community services, local programs and many other items. Children entertainment will include inflatables, face painting, games, and lots of giveaways as well as food samples and giveaways being distributed throughout the public.



## Venues

The Queens Edition of the Carnaval De La Cultura Latina has been held for the past 14 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 Latino culture throughout the Bronx.

For the past 14 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 two new locations for the 2022 Carnaval de la Cultura Latina.

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### The Bronx, NY

Sunday July 10 2022

### Queens, NY

Sunday Sept. 18 2022

### South Florida

Fall 2022

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We look forward to your participation.  
Please see available sponsorship opportunities on the next page.



## Sponsorship Opportunities

*SPONSORSHIP PACKAGES WILL BE PERSONALIZED ACCORDING TO SPONSOR 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 in 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
- NYC Bus Ad and NYC Bus stop Shelter Ad 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
- Twelve 10' x 10' spaces available, tents, tables and chairs as needed.
- Additional 10' x 40' satellite space for added promotion and/or activities
- Exclusive sponsor of the 2022 Seeds of Talent Show
- Exclusive sponsor of the 2022 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 in 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 placed on 3 blocks leading to the day of the event
- NYC Bus Ad and NYC Bus stop Shelter Ad 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
- Ten 10' x 10' spaces available, tents, tables and chairs as needed.
- Additional 10' x 20' satellite space for added promotion and/or activities
- Participating sponsor of the 2022 Seeds of Talent Show
- Participating sponsor of the 2022 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 ADs in selected newspaper
- Two full page ADs 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
- Eight 10' x 10' spaces available, eight tents provided if needed, tables and chairs as needed.

**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 in selected newspaper
- Banner on stage, Logo prominently featured on main stage screen, promotional materials
- Five 10' x 10' spaces available, five tents provided if needed, tables and chairs as needed



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

- Identification as the Platinum Sponsor 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 in selected newspaper
- Logo prominently featured on promotional materials
- *Four 10' x 10' spaces provided, four tents provided if needed, tables and chairs as needed*

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

- Identification as the Gold Sponsor 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 in selected newspaper
- Logo prominently featured on promotional materials
- Two 10' x 10' spaces available; one tent provided if needed, 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 in selected newspaper
- One 10' x 10' space; one table and chairs as needed

**TABLE SPONSOR - \$1,500**

- Marketing and advertisement campaign on the Carnaval Official Website
- One 10' x 10' space; one table and chairs as needed

*Multi-Media & Marketing Capabilities: Print | Online | Digital | Events | Social Media | Geo-targeted Marketing (Over \$100,000 of Measured Media Promotions) Press Conference Cocktail Reception 9/15/22 VENUE-TBD*



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

***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 2022  
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 ( ) Doral, Florida ( ) Miami, Florida

Our organization will provide the following:

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

**DO NOT FILL OUT - OFFICIAL USE ONLY**

( ) Tent(s); Qty: \_\_\_\_\_ ( ) Table(s); Qty: \_\_\_\_\_ ( ) Chair(s); Qty: \_\_\_\_\_ ( ) Generator(s); Qty: \_\_\_\_\_

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 2022 under Memo.**

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

