



CARNAVAL
DE LA CULTURA LATINA

2023 SPONSORSHIP PACKAGE



BECOME A SPONSOR

Why partner with Us?

Your Brand will reach a diverse community by positioning your business right in front of them

500,000+

POTENTIAL DIVERSE CUSTOMERS

Every year over half a million of your potential customers attend concerts, festivals, consumer shows, expos, dance competitions and all different type of events in New York City

COST EFFECTIVE

More impressions and exposure at a way lower cost than the average rate for radio, tv, print, outdoor media without sacrificing quality

98%

**OF ALL ATTENDEES
ARE LATINOS**

Time to capitalize on that, 98% of our advertising opportunities are face to face with a highly diverse customer base.

SKY'S THE LIMIT

The ideas are endless for ways to brand your business. This goes hand in hand with standing out. We have a lot of floor space. You are not restricted to a banner or digital board

STAND OUT!

**COME ON
BOARD NOW**

You are not limited to a single customer
We offer you an open canvas to a unique entrance to the latin culture and world

SPACE ARE AVAILABLE FOR VENDORS AND SPONSORS

Welcome to Carnaval De La Cultura Latina

The Carnaval De La Cultura Latina (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.

The Carnaval De La Cultura Latina
Celebrates Hispanic Heritage Month
with FREE Health Screening Referrals and Wellness Programs
A Fun and Safe Environment
Family Activities
Games, Face Painting, Inflatables, Food
Lots of Giveaways
A Main Stage With Live Performances with Local & International Artists
and Much More

The goal of the Carnaval is to highlight and promote the vibrancy of the Latin American people through education, art, music, dance, sports 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 Latino-cultural entertainment, such as arts and crafts, music, food, community services, local programs, and many other items will be distributed throughout the public.

Venues

The Queens Edition of the Carnaval De La Cultura Latina has been held for the past 15 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 15 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 include the pre-production of the Carnaval de la Cultura Latina Florida Edition in 2023.

The Bronx, NY - Sunday July 9 2023

Queens, NY - Sunday Sept. 17 2023

We look forward to your participation.

Please see available sponsorship opportunities on the next page.

Please Note:

******* SPONSORSHIP PACKAGES COST ARE PER EVENT *******

Sponsorship Opportunities - SPONSORSHIP PACKAGES WILL BE PERSONALIZED
ACCORDING TO SPONSOR NEEDS**TRIPLE DIAMOND SPONSOR - \$70,000** Limited to two Sponsors

- Exclusive Triple Diamond Sponsor - "Presented By" in all media release and the day of the event. (upon contractual agreement)
- Triple Diamond Sponsors will be presented with a Latino Culture Appreciation Award and speaking time to have their representatives address the crowd from the stage or have our host translate.
- Prime marketing and advertisement campaign for the event throughout all of our latin media channels.
- Photo op on-stage while giving-away promotional items to the audience.
- 10 unlimited access bands to the VIP area.
- VIP area Product Placement and Gift Bags.
- Master of Ceremony will mention the Triple Diamond Sponsor information every half hour on the hour.
- Mentioned as the Triple Diamond Sponsor of the event in 6 full page Ads in selected Latino newspaper.
- Inclusion promotional materials, invitations, flyers and social media,
- Triple Diamond banner will be presented on the optimal space in front of the stage with maximum viewing potential for the audience. Logo to be prominently featured on main stage screen, branded promotional materials, branded t-shirts and other branded giveaways.
- Mobile Billboard Advertising 7 days leading to the day of the event.
- Lamp post banners with company logo will be placed 7 days leading to the day of the event. (limite of 4 blocks)
- Local NYC Bus Ad and Local NYC Bus stop Shelter Ad 7 days 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 Spaces Combined (10' x 10' X 10) for Activities, tents, tables and chairs are available as needed.
- Two Additional (10' x 10' X 2) satellite space for added promotion.
- Carnaval De La Cultura Latina Street Team walk through handing out branded promotional items.

Sponsorship Opportunities - SPONSORSHIP PACKAGES WILL BE PERSONALIZED
ACCORDING TO SPONSOR NEEDS**DOUBLE DIAMOND SPONSOR - \$50,000**

- Prime marketing and advertisement campaign for the event throughout all of our latin media channels.
- Double Diamond Sponsor will be allocated speaking time to have their representatives address the crowd from the stage or have our host translate.
- 5 unlimited access bands to the VIP area
- Mentioned as the Double Diamond Sponsor of the event in 4 full page ad in selected Latino newspaper.
- Inclusion promotional materials, invitations, flyers and social media,
- Double Diamond banner will be presented on side the stage with maximum viewing potential for the audience.
- A Big 18" Logo prominently featured on front of staff and guest t-shirts
- 6 branded walking flags team walking through the crowd.
- Street Team promotion of branded items 7 days 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
- Five Combined Spaces (10' x 10' x 5) for activities, tents, tables and chairs are available as needed.
- One Additional 10' x 20' satellite space for added promotion.
- 3 Custom Marketing ideas given by the company.



Sponsorship Opportunities - SPONSORSHIP PACKAGES WILL BE PERSONALIZED
ACCORDING TO SPONSOR NEEDS**DIAMOND SPONSOR - \$30,000**

- Marketing and advertisement campaign for the event throughout all of our latin media channels.
- One 360 Branded Photobooth set by the stage and 2 set throughout the festival
- 2 unlimited access bands to the VIP area
- Huge 3D branded logo placement in the middle of the festival
- Exclusive newsletter emailed to our followers for two weeks leading to the day of the event
- 2 full-page ad in selected Latin newspaper with other participants.
- Street Team promotion of branded items 2 days leading to the day of the event..
- Logo prominently featured on sleeve of staff and guest t-shirts
- Promotion on day of the event at our free Cell Phone Charging Station 8 LED HD-TV Screens
- Three Combined Spaces (10' x 10' x 3) for activities, tents, tables and chairs are available as needed.
- 1 Custom Marketing ideas given by the company.



Sponsorship Opportunities - SPONSORSHIP PACKAGES WILL BE PERSONALIZED
ACCORDING TO SPONSOR NEEDS**PLATINUM SPONSOR - \$15,000**

- Marketing and advertisement campaign for the event throughout all of our latin media channels.
- Featured in the Newsletter emailed to our followers for one weeks leading to the day of the event
- Executive sponsor will be part of the day's program, which includes an opportunity to address the public leading to the day of the event
- Radio shout out two days leading to the day of the event
- 1 full-page ad in selected Latin newspaper with other participants.
- Banner on stage, Logo prominently featured on main stage screen, promotional materials
- Two Combined Spaces (10' x 10' x 2) for activities, tents, tables and chairs are available as needed.

GOLD SPONSOR - \$10,000

- Identified as the Gold Sponsor in media campaign leading to the event.
- Marketing and advertisement campaign on the Carnaval Social Media.
- 3 Radio shout out one days leading to the day of the event
- Half full-page ad in selected Latin newspaper with other participants.
- Logo prominently featured on promotional materials.
- Two Space (10' x 10' x 2) for activities, tents, tables and chairs are available as needed.

SILVER SPONSOR - \$5,000

- Identified as the Silver Sponsor in media campaign leading to the event.
- Marketing and advertisement campaign on the Carnaval Social Media.
- Logo added in newsletter with other participants.
- Logo prominently featured on promotional materials
- One Space (10' x 10') for activities, tents, tables and chairs are available as needed.

PREVIOUS SPONSORS



Llega Más Lejos



TOYOTA

Let's Go Places





80,000 LATINOS

Data From The New York Police Department

SKY'S THE LIMIT

98%

**OF ALL ATTENDEES
ARE LATINOS**

**** 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 or mail to the following address:

**Dominico American Society of Queens
Attn: Carnaval De La Cultura Latina 2023
40-27 97th Street • 1st floor • Corona, NY 11368**

For more information contact Jose Tejada at 917-776-5951

or email us at info@carnavalculturalatina.com

PLEASE INDICATE THE LEVEL OF SPONSORSHIP PARTICIPATION

Sponsorship Package: _____ Amount: _____

Location: ☐ Queens, NY ☐ Bronx, NY

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 97th Street 1st Floor corona, NY 11368

Make sure to include Carnaval De La Cultura Latina 2023 under Memo.

Authorized Signature:

Print Name:

Date: _____