



The Bronx Edition

www.carnavalculturalatina.com

Sunday, July 16th 2017

The Bronx, New York

Southern Blvd – 163rd Street to Westchester Avenue

12 pm – 6 pm



Description

The Carnaval goal is to promote the art, music, dance, and great food from the Latino culture, as well as a day of fun for the whole family.

We have successfully presented the Carnaval de la Cultura Latina for the past 10 years to the residents of Queens County and would like to bring the same resources, vendors and sponsors to the residents of the Bronx in the summer of 2017.

Our event was attended by 85,000 people in 2016 which comprises of men, women and children of all ages.

The **VENDORS** provide the attendees with all kinds of Latin American arts and crafts, music, food and many other items. We are happy to mention that we have a pool of vendors that have work with us for the past 10 years. Note that past and present vendors are screened to make sure that they have the proper paper work in compliance with proper city agency which included NYC Department of Consumers Affair, NYC Department of Health and Mental Hygiene, NYFD, NYPD among others.

The HEALTH pavilions offer / have offered an array of activities and interactive experiences with an emphasis on family health and wellness. Our attendees praise the Carnaval for our strong focus on the whole family as well as our commitment to health and wellness through-out the Latino community. This is one of the major reasons why our Carnaval has become the premiere Latino family event, not only in Queens but in all of New York City. The Latino community's continuous growth has caused new issues to arise especially as those new to the community who wants to become a permanent residence.

PROVEN HEALTHY BENEFITS TO THE COMMUNITY

We were able to provide 1,218 screenings for eye health, blood pressure, HIV, BMI, Hepatitis C, and sun damage (via the DermaScan device). A total of 3,568 referrals for blood pressure, cancer, substance abuse, mental health, mammograms, diabetes, Hepatitis C, and HIV were provided, as well as referrals for nutritional advice and health insurance via the NY State of Health marketplace. Some participants were given multiple referrals and screenings. More than 5,000 informational handouts on distinct topics were distributed to the participants. We also provided voter registration materials.



Marketing Opportunities

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

DOUBLE DIAMOND

\$75,000.00

- Identification as the **exclusive** Double Diamond of the festival (upon contractual agreement among both parties) till the date of the event
- Prime marketing and advertisement campaign for the event on www.carnavalculturalatina.com
- Marketing and advertisement campaign on all social media outlets
- Double Diamond will be allocated speaking time to have their representatives address the crowd from the stage as needed
- Photo opportunity with elected officials and VIP's on stage and VIP area
- Master of Ceremony will mention Golden Diamond with their locations at the festival every half hour on the hour.
- Mention as the Double Diamond of the event in **6 full page** ad of selected newspaper
- Inclusion in promo 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 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 place on **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 2017 **Seeds of Talent Show**
- Exclusive sponsor of the **2017 Miss Carnaval Cultura Latina**



GOLDEN DIAMOND

\$50,000.00

- Identification as the **exclusive** Golden Diamond of the festival (upon contractual agreement among both parties) till the date of the event
- Prime marketing and advertisement campaign for the event on www.carnavalculturalatina.com
- Marketing and advertisement campaign on all social media outlets
- Golden Diamond will be allocated speaking time to have their representatives address the crowd from the stage
- Photo opportunity with elected officials and VIP's on stage and VIP area
- Master of Ceremony will mention Golden Diamond with their locations at the festival every half hour on the hour.
- Mention as the Golden Diamond of the event in **4 full page** ad of selected newspaper
- Inclusion in promo 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 **2017 Seeds of Talent Show**
- Participating sponsor of the **2017 Miss Carnaval Cultura Latina**



DIAMOND SPONSOR

\$30,000.00

- Identification as the **exclusive** 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: www.carnavalculturalatina.com
- Marketing and advertisement campaign on all social media outlets
- 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

\$15,000.00

- Identification as the Executive Sponsor in media campaign leading to the event
- Marketing and advertisement campaign on: www.carnavalculturalatina.com
 - Marketing and advertisement campaign on all social media outlets
- 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

\$10,000.00

- Identification as the Platinum Sponsor identification in media campaign leading to the event
- Marketing and advertisement campaign on: www.carnavalculturalatina.com
- Marketing and advertisement campaign on all social media outlets
- 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

\$5,000.00

- Identification as the Gold Sponsor identification in media campaign leading to the event
- Marketing and advertisement campaign on: www.carnavalculturalatina.com
- Marketing and advertisement campaign on all social media outlets
- 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

\$2,500.00

- Identification as the Silver Sponsor in media campaign leading to the event
- Marketing and advertisement campaign on: www.carnavalculturalatina.com
- Marketing and advertisement campaign on all social media outlets
- 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 7/13/17
Don Coqui City Island
Bronx, NY



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
Att: Carnaval Cultura Latina Bronx 2017
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

Investment: \$ _____

Our organization will provide the following:

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

Additionally, we will provide screenings on: (explain) _____

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 Bronx 2017

Signature: _____ **Date:** _____

