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CARNAVAL DE LA CULTURA LATINA

SPONSORSHIP PACKAGE 2024

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ABOUT CARNAVAL

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

The CCL Latina celebrates Hispanic Heritage Month with:

- FREE Health Screening Referrals and Wellness Programs
- Fun and Safe Environment
- Family Activities
- Games, Face Painting, Inflatables, & Food
- Lots of Giveaways
- A Main Stage With Live Performances by Local & International Artists
- and Much More!

The goal of the Carnaval De La Cultura Latina is to highlight and promote the vibrancy of the Latin culture. Vendors provide entertainment, arts and crafts, music, food, community services, local programs, and many other items distributed to the public. It is a great way for attendees to participate in the festivities and provides a fun and enjoyable day for the whole family





BECOME A SPONSOR

WHY PARTNER WITH US?

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

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

STAND OUT!

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

COST EFFECTIVE

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

500,000+ POTENTIAL DIVERSE CUSTOMERS

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

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. Your are not restricted to a banner or digital board

SPACES ARE AVAILABLE FOR VENDORS AND SPONSORS



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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 CCL hosted its event outside of the Borough of Queens, on July 16, 2017. This day marked the official inaugural of the Bronx Edition of the CCL. 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 introduce the pre-production of the Carnaval De La Cultura Latina Florida Edition in 2024!

The Bronx, NY - Sunday, June 23, 2024

Queens, NY - Sunday, September 15, 2024

We look forward to your participation.

Please see available sponsorship opportunities on the next page.

Please note:

*******SPONSORSHIP PACKAGES COSTS ARE PER EVENT*******

TRIPLE DIAMOND SPONSOR - \$70,000

Limited to 2 Sponsors

- Exclusive Triple Diamond Sponsor - "Presented By" in all media releases 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 on half-page Ad in selected Latino newspapers.
- Radio shout-out two days leading to the day of the event
- 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 the main stage screen, branded promotional materials, and branded t-shirts.
- Lamp post banners with the company logo will be placed 7 days leading to the day of the event.
- 6 branded walking flags team walking through the crowd.
- Street Team promotion of branded items 7 days leading to the day of the event
- One 360 Branded Photobooth set by the stage and 2 set throughout the festival
- 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
- Promotion on day of the event at our free Cell Phone Charging Station 8
- LED HD-TV Screens
- Seven Combined 10' x 10' Spaces for Activities, tents, tables and chairs are available as needed.
- Carnaval De La Cultura Latina Street Team walk through handing out branded promotional items.

DOUBLE DIAMOND SPONSOR - \$50,000

Limited to 3 Sponsors

- Double Diamond Sponsors will be allocated 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.
- 5 unlimited access bands to the VIP area.
- Mentioned as the Double Diamond Sponsor of the event on half-page ad in selected Latino newspaper.
- Double Diamond banner will be presented on side of the stage with maximum viewing potential for the audience.
- Logo featured on main stage screen and 18" logo featured on front of staff t-shirts.
- Street Team promotion of branded items 5 days leading to the day of the event
- Exclusive newsletter emailed to our followers for two weeks 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 10' x 10' Spaces for Activities, tents, tables and chairs are available as needed.
- Carnaval De La Cultura Latina Street Team walk-through handing out branded promotional items.



DIAMOND SPONSOR - \$30,000

- Prime marketing and advertisement campaign for the event throughout
- all of our Latin media channels.
- 2 unlimited access bands to the VIP area.
- Mentioned as the Diamond Sponsor of the event on half-page ad with other participants in selected Latino newspaper.
- Logo featured main stage screen and on sleeve of staff and t-shirts.
- Street Team promotion of branded items 3 days leading to the day of the event
- Exclusive newsletter emailed to our followers for two weeks 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
- Three Combined 10' x 10' Spaces for Activities, tents, tables and chairs are available as needed.
- Carnaval De La Cultura Latina Street Team walk through handing out branded promotional items.



PLATINUM SPONSOR - \$15,000

- Marketing and advertisement campaign for the event throughout
- all of our Latin media channels.
- Mentioned as the Platinum Sponsor of the event on half-page ad with other participants in selected Latino newspaper.
- Street Team promotion of branded items 3 days leading to the day of the event
- Exclusive newsletter emailed to our followers for one week leading to the
- day of the event
- Logo featured on main stage screen
- Two Combined 10' x 10' Spaces for Activities, tents, tables and chairs are available as needed.
- Carnaval De La Cultura Latina Street Team walk through handing out branded promotional items.





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GOLD

SPONSOR - \$10,000

- Marketing and advertisement campaign for the event throughout
- all of our social media channels.
- Mentioned as the Gold Sponsor of the event on half-page ad with other participants in selected Latino newspaper.
- Street Team promotion of branded items 2 days leading to the day of the event
- Exclusive newsletter emailed to our followers for one week leading to the
- day of the event
- Logo featured on main stage screen
- Two Combined 10' x 10' Spaces for Activities, tents, tables and chairs are available as needed.

SILVER

SPONSOR - \$5,000

- Marketing and advertisement campaign for the event throughout
 - all of our social media channels.
 - Mentioned as the Silver Sponsor of the event on half-page ad with other participants in selected Latino newspaper.
 - Logo added in newsletter with other participants
 - Logo featured on promotional material
 - One 10' x 10' Space for Activities, tents, tables and chairs are available as needed.
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PREVIOUS SPONSORS



Timberland

verizon^v



T Mobile[®]

Driscoll's[®]

Spectrum

healthfirst[®]
Health Insurance for New Yorkers



Empire 
BLUECROSS BLUESHIELD

nickelodeon[™]



EmblemHealth[®]

**** 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 2024 under Memo.

Authorized Signature:

Print Name:

Date: _____



CONTACT INFORMATION



917.776.5951



info@carnavalculturalatina.com



www.carnavalculturalatina.com



40-27 97th Steet, 1st Floor
Corona, NY 11368





THANK YOU

2024 CARVNAVAL DE LA CULTUA LATINA

