La Fiesta del Pueblo

Official Sponsorship Packet

· Pride· Existence · Resistance ·

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About La Fiesta Del Pueblo

La Fiesta del Pueblo is the Triangle's largest and most diverse festival of Latin American culture, featuring live music and dance performances, visual and folk art exhibits, educational booths, and activities for the whole family. In 2019, approximately 21,000 people attended La Fiesta del Pueblo.

By investing in La Fiesta del Pueblo, you invest in El Pueblo, a community-based 501c3 nonprofit organization. Your investment demonstrates your company's belief in and commitment to the Latino community, supporting much needed programs for youth and adult leadership development, civic engagement, and community action.

100% of sponsors surveyed ranked the event as good or excellent

100% of sponsors surveyed ranked attendance as good or excellent

100% of sponsors surveyed ranked event logistics & set-up as good or excellent

92% of sponsors surveyed would recommend Fiesta as an opportunity for community engagement & marketing

92% of sponsors surveyed said they would participate again next year

100% of sponsors surveyed ranked the support & attention they received as good or excellent

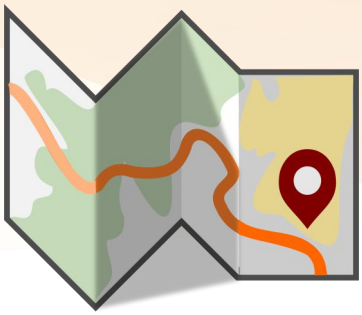
About our audience

10% of the Wake County population is Hispanic/Latino

68% of attendees identify as Hispanic/ Latino

50% of attendees are between the ages of 18—64

47% of attendees learned about the event from someone else



70% of attendees live in Wake County

Sponsorship Levels

Diamond, Presenting Sponsor: $20,000

(Only one sponsorship available at this level)

- Presenting rights and exclusivity, which includes recognition as the only presenting sponsor & the opportunity to address the crowd from the stage
- Six live mentions from the main stage
- Space for an exhibit of up to 30’ x 10’ or three 10’ x 10’ booth spaces (each booth space includes a table and two chairs)
- Nine social media posts thanking you for sponsorship (three on each: Facebook,, Instagram, Twitter)
- Name recognition in ABC11 TV ads
- Full page ad in festival program on inside front cover
- Logo on LED screen for 15 seconds per rotation at the stage
- Logo in print media advertising as presenting sponsor
- Logo in Fiesta poster as presenting sponsor
- Logo & link to website on our website year round as presenting sponsor
- Logo in Fiesta program as presenting sponsor
- Facebook Event tagged as "Presented by"
- Logo & link to website in newsletter from Aug - October as presenting sponsor
- Logo on Fiesta t-shirts as presenting sponsor

Gold Sponsor: $15,000

- Exclusivity within sponsorship level, industry competitors would not be allowed
- Space for an exhibit of up to 20’ x 10’ or two 10’ x 10’ booth spaces (each booth space includes a table and two chairs)
- Six social media posts thanking you for sponsorship (two on each: Facebook, Instagram, Twitter)
- Name recognition in ABC11 TV ads
- Three live mentions from the main stage
- Sponsor an area of your choice, with banner placed in the area you are sponsoring
- Full page ad in festival program
- Logo in print media advertising
- Logo on LED screen for 10 seconds per rotation at the stage
- Logo & link to website on our website year round
- Logo in Fiesta program and mention of area you are sponsoring
- Logo in Fiesta poster
- Logo & link to website in newsletter from Aug - October
- Logo on Fiesta t-shirts

<u>Silver Sponsor:</u> $10,000

- Exclusivity within sponsorship level, industry competitors would not be allowed
- Space for an exhibit of up to 20’ x 10’ or two 10’ x 10’ booth spaces (each booth space includes a table and two chairs)
- Two live mentions from the main stage
- Three social media posts thanking you for sponsorship (one on each: Facebook, Instagram, Twitter)
- Logo in print media advertising
- Half page ad in festival program
- Logo & link to website on our website year round
- Logo in Fiesta poster
- Logo & link to website in newsletter from Aug - October
- Logo on Fiesta t-shirts
- Logo on LED screen for 5 seconds per rotation at the stage
- Logo in Fiesta program

Bronze Sponsor: $5,000

- A 10’ x 10’ booth space (each booth space includes a table and two chairs)
- Logo in print media advertising
- Logo & link to website on our website year round
- One live mention from the main stage
- Quarter page ad in festival program
- Logo in Fiesta poster
- Logo & link to website in newsletter from Aug - October
- Logo on Fiesta t-shirts
- Logo in Fiesta program

Amigo Sponsor: $2,500

- A 10’ x 10’ booth space (each booth space includes a table and two chairs)
- Name in print media advertising
- Name & link to website on our website year round
- Name in Fiesta poster
- Name & link to website in newsletter from Aug - October
- Name in Fiesta program

Supporter Sponsor: $1,000

- A 10’ x 10’ booth space (each booth space includes a table and two chairs)

- OR -

- Name in print media advertising
- Name & link to website in newsletter from Aug - October
- Name & link to website on our website year round

Build your own sponsorship

Benefit	Price
Booth	$1,000.00
Logo in print media advertising	$800.00
Logo on LED screen for 15 secs per rotation at the stage	$700.00
Logo & link to website on our website year round	$600.00
Live mention from the stage	$500.00
1/4 page ad in Fiesta program	$500.00
Logo on LED screen for 10 secs per rotation at the stage	$550.00
Logo in Fiesta poster	$450.00
Name & link to website on our website year round	$400.00
Logo & link to website in newsletter from Aug - October	$400.00
Logo on Fiesta t-shirts	$400.00
Name in print media advertising	$400.00
Logo on LED screen for 5 secs per rotation at the stage	$400.00
Name in Fiesta poster	$375.00
Logo in Fiesta program	$350.00
A social media post thanking you for sponsorship (choose from Facebook, Twitter, or Instagram)	$300.00
Name & link to website in newsletter from Aug - October	$200.00
Name in Fiesta program	$125.00

Summary of benefits

Marketing Opportunity to 20,000+ Attendees	**Supporter $1,000**	**Amigo $2,500**	**Bronze $5,000**	**Silver $10,000**	**Gold $15,000**	**Diamond $20,000**
Booth	1 OR Name	1	1	2	2	3
Logo in print media advertising		Name				
Logo & link to website in newsletter from Aug - October	Name	Name				
Logo & link to website on our website year round	Name	Name				
Ad in festival program			Quarter	Half	Full	Full, inside cover
Stage mention			1	2	3	6
Logo in Fiesta poster						
Logo on Fiesta t-shirts						
Logo in Fiesta program						
Logo on LED screen at the stage				5 secs per rotation	10 secs per rotation	15 secs per rotation
Social media posts on Facebook, Instagram, & Twitter				1 each, 3 total	2 each, 6 total	3 each, 9 total
Exclusivity within sponsorship level, industry competitors would not be allowed						
Sponsor an area of your choice, with banner placed in the area you are sponsoring						
Name recognition in ABC11 TV ads						
Presenting rights and exclusivity, which includes recognition as the only presenting sponsor & the opportunity to address the crowd						