La Fiesta del Pueblo 2020

Y la Fiesta Sigue—And the Fiesta Goes On

Official Sponsorship Packet

· Pride· Existence · Resistance ·

Contact:

Michelle Bermeo Betancourt

919-835-1525 ext. 113

michelle@elpueblo.org.

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.

What will the event look like this year?

Due to COVID-19, we have changed the nature of the event from an outdoor festival to four events: two Facebook Live events and two drive-thru events. The Facebook Live events will feature Latina American musicians and dancers that attendees can enjoy from the comfort of their own home. The drive-thru events will feature Latin American food trucks and arts and crafts vendors that attendees can peruse and purchase from the comfort of their vehicle.

The events will at the following dates and times:

- Facebook Live Event on Sunday, September 20th 4-6 pm
- Drive thru event on Sunday, September 27th, 1-4 pm
- Facebook Live Event on Sunday, October 4th 4-6 pm
- Drive thru event on Sunday, October 11th, 1-4 pm

What Our Sponsors Say

100% of sponsors surveyed ranked attendance as good or excellent

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

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

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

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

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

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 for all our Fiesta related events & the opportunity to address participants at the two Facebook Live events
- Three live mentions during the Facebook Live events, for a total of six
- Nine social media posts thanking you for sponsorship (three on each: Facebook, Instagram, Twitter)
- Name recognition in ABC11 TV ads
- Full page ad in program on inside front cover
- 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
- Facebook Events tagged as "Presented by (Your Name)"
- Logo & link to website in newsletter from August - October as presenting sponsor
- Logo in Fiesta program
- Logo displayed during Facebook Live Events

<u>Gold Sponsor:</u> $15,000

- Exclusivity within sponsorship level, industry competitors would not be allowed
- Six social media posts thanking you for sponsorship (two on each: Facebook, Instagram, Twitter)
- Name recognition in ABC11 TV ads
- Two live mentions during the Facebook Live events, for a total of four
- Logo in print media advertising
- Logo & link to website on our website year round
- Logo in Fiesta poster
- Logo & link to website in newsletter from August - October
- Full page ad in program
- Logo in Fiesta program
- Logo displayed during Facebook Live Events

Silver Sponsor: $10,000

- Exclusivity within sponsorship level, industry competitors would not be allowed
- One live mention during Facebook Live Events, for a total of wo
- Three social media posts thanking you for sponsorship (one on each: Facebook, Instagram, Twitter)
- Logo in print media advertising
- Half page ad in program
- Logo & link to website on our website year round
- Logo in Fiesta poster
- Logo & link to website in newsletter from August - October
- Logo in Fiesta program
- Logo displayed during Facebook Live Events

Bronze Sponsor: $5,000

- Logo in print media advertising
- Logo & link to website on our website year round
- Quarter page ad in program
- Logo in Fiesta poster
- Logo & link to website in newsletter from August - October
- Logo in Fiesta program
- Logo displayed during Facebook Live Events

Amigo Sponsor: $2,500

- 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 August - October
- Name in Fiesta program

Supporter Sponsor: $1,000

- Name in Fiesta poster
- Name & link to website in newsletter from Aug - October
- Name & link to website on our website year round

Build your own sponsorship

Benefit	Price
Logo in print media advertising	$800.00
Logo & link to website on our website year round	$600.00
Live mention during Facebook Live event	$500.00
1/4 page ad in Fiesta program	$500.00
Logo in Fiesta poster	$450.00
Name & link to website on our website year round	$400.00
Logo & link to website in newsletter from August - October	$400.00
Name in print media advertising	$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 Attendees	**Supporter $1,000**	**Amigo $2,500**	**Bronze $5,000**	**Silver $10,000**	**Gold $15,000**	**Diamond $20,000**
Logo in print media advertising	Name only, no logo	Name only, no logo				
Logo & link to website in newsletter from July - October	Name, only no logo	Name only, no logo				
Logo & link to website on our website year round	Name only, no logo	Name only, no logo				
Ad in festival program			Quarter	Half	Full	Full, inside cover
Facebook Live event mentions				2	4	6
Logo in Fiesta poster		Name only, no logo				
Logo in Fiesta program		Name only, no logo				
Logo displayed during Facebook Live Events						
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						
Name recognition in ABC11 TV ads						
Presenting rights and exclusivity, which includes recognition as the only presenting sponsor & the opportunity to address participants at						