

Festival Latino de Lexington

Sponsorship Opportunities



THE FESTIVAL

The Festival Latino de Lexington is the largest Latino Heritage event in Kentucky; in fact, it's the largest such event in the surrounding states except for the Festival Latino of Columbus, OH;



Hispanic Heritage Day was first established in 1968 during the presidency of Lyndon B. Johnson to recognize the contributions of Hispanic Americans to the United States and to celebrate Hispanic heritage and culture. In 1988, it was expanded by Ronald Reagan to a month-long celebration starting on September 15th.

The Festival Latino de Lexington has been the city's main event to celebrate Hispanic Heritage Month. During the Festival, thousands of people, Latinos and non-Latinos alike, gather in downtown Lexington to enjoy the cultural displays, dancing presentations, live music, and a variety of food from different regions in Latin America.

Festivities begin on Friday evening with "La Noche Tropical", and continue Saturday with Latin entertainment, "El Mercado" arts and crafts, delicious Latin food and fireworks, and Sunday "Health Fair and Family Day" at Masterson Station Park.

The Festival features many regional vendors offering Latino food, crafts, and on many occasions we have live performing by sculptors, painters, and other plastic arts artists;

We have featured international performers such as the Los Tigres del Norte band from Mexico, Xtreme from Dominican Republic, Calle 8 Band from Costa Rica, Grupo Fuego from Puerto Rico, Group of Zamba from Brasil and many many more.

We promote the event regionally including newspapers in the Bluegrass and Louisville area, and Spanish and English radio stations

The Festival Latino of Lexington has become an excellent example of collaboration between the local government, the private sector, and our community. It's co-produced by the LFUCG Parks and Recreation and the Foundation for Latin American and Latin@ Culture and Arts (FLACA)

Welcome! ¡Bienvenidos!

**Be part of our community, be part of the
Festival Latino de Lexington**





THE DEAL

Sponsorship includes all activities associated with the Festival and is the perfect opportunity to connect your brand with a wide range of consumers who attend the festival

El Presidente- \$10,000 Festival Latino de Lexington Presenting Sponsor

- Identification as Main Sponsor in all prints, online and radio advertising, as well as the Festival website, Facebook page, Twitter page, promotional videos, e-blasts and press releases.
- Identification as Main Sponsor on Festival program front cover in addition to full page color ad on back cover.
- Logo printed on Festival poster, photo backdrop and branded merchandise.
- Logo to appear in Festival intro video (played at the beginning of each screening).
- Distribution of promotional materials and/or products to Festival Latino events attendees.
- All-Access Badges (access to all Festival events).
- Verbal recognition as Main Sponsor in all stages of the Festival by our MCs.
- Logo and banner displayed on stage and throughout the Festival.
- Booth at the event to hand out promotional materials. Set-up includes canopy tent, table and two chairs.

Please note: An exclusive sponsorship within a specific line of business requires a minimum \$15,000 contribution.

El Padrino \$5,000 Event Sponsor

- Logo recognition in all prints, as well as the Festival website, Facebook page and Twitter page.
- Opportunity for recognition in media partners' advertisements.
- Company logo and banner displayed on stage and throughout the Festival.
- Booth at the event to hand out promotional materials. Set-up includes canopy tent, table and two chairs.
- Public acknowledgment and introduction of company from the stage throughout the Festival.
- Distribution of promotional materials and/or products to Festival Latino events attendees.
- All-Access Badges (access to all Festival events).
- Recognition as exhibitor on Festival website.

El Compadre \$2,500 Event Sponsor

- Logo and banner displayed on stage and throughout the Festival.
- Booth at the event to hand out promotional materials. Set-up includes canopy tent, table and two chairs.
- Public acknowledgment as a sponsor from the stage throughout the Festival
- Recognition as exhibitor and event sponsor on Festival website.

El Amigo \$ 1,000

- Public acknowledgment and introduction of company from the stage throughout the Festival.
- Recognition as exhibitor and event sponsor on Festival website.



Festival Latino de Lexington

Sponsorship Opportunities
Now Available
Please Contact Us at 859.225.1700
for more information.

