



# Hispanic League

25th Anniversary Sponsorship & Promotional Program Opportunities

AVERAGE ATTENDANCE at Fiesta : 25,000 to 28,000 people (70% Hispanic)

Enriching Lives, Embracing Multiculturalism

2017 Naming Sponsor: AVAILABLE

For securing your participation please contact the Hispanic League office  
Telephone: (336) 770-1228 E-mail: info@hispanicleague.org

SEPTEMBER 23, 2017  
11AM - 7:00PM

**Supremo** 3 AREAS 1 Available *La Noticia/La Ley*

**Main Stage Area Double Booth** (10 x 20 ft.)  
**Enhanced Media Pack:** Logo in all published advertising (Newspapers, Web, Event Poster, Day of Literature and Map)  
**Exclusivity:** Lock out of other industry competitors from sponsoring at this level.  
**Enhanced Main Stage Recognition:** Company recognition 8 times at 3 stages, including 2 sponsor specific live mentions from main stage and Day of Events Literature/Map.  
**Banner:** Above Magnifico sponsors

**\$10,000**

**Magnifico** 3 AREAS Two Available *BlueCross BlueShield North Carolina*

**Stage Area Double Booth** (10 x 20 ft.)  
**Media Pack:** Logo in all published advertising (Newspapers, Web, Event Poster, Day of Events Literature/Map.)  
**Exclusivity:** lock out of other industry competitors from sponsoring at this level.  
**Top Sponsor Recognition:** recognition 4 times from 3 stages, 1 sponsor specific time at main stage. Day of Events Literature/Map.  
**Banner:** Under Supremo sponsors

**\$5,000**

**Especial Area** 8 AREAS 4 Available

**Stage Area Double Booth:** (10 x 20 ft.) special location sponsored area  
**Media Pack:** Small Logo/Name in all published advertising  
**Exclusivity:** lock out of other industry competitor sponsors at this level.  
**Sponsor Recognition:** from Main Stage, Day of Events Literature /Map.  
**Banner:** Large banner at sponsored area

- \* ARTS AND CRAFTS - AVAILABLE
- \* BEER GARDEN - Sponsored by RH Barringer
- \* BEVERAGE AREA - Sponsored by PEPSICO
- \* CHILDREN'S AREA - Sponsored Smart Start Forsyth County
- \* HEALTHY LIVING AREA - Sponsored by BlueCross/BlueShield of NC
- \* FOOD AREA - AVAILABLE
- \* CULTURAL STAGE - AVAILABLE
- \* Milton Rhodes Center /Sawtooth Center- AVAILABLE

**\$3,500**

**Bravo** 10 BOOTHS Only 5 Available

**Stage Area Preferred Booth** (10 x10 ft.)  
**Listing as supporter** in all Internet promos  
**Recognition** from Main Stage MC, Day of Events Literature & Map.

**\$1,500**

**Amigo** 18 BOOTHS Only 17 Available

**Single Booth** (10 x 10 ft.) Section on Holly Ave, side street near Indie Stage area  
**Recognition:** Day of Events Literature & Map

**\$650**

**Selecto** 8 Booths 8 Available

**Single Booth** (10 x 10 ft.) Select Poplar St. near Main Stage, Beer Garden & Kids Area  
**Recognition:** Day of Events Literature & Map

**\$950**

**Servicio** 8 Booths 7 Available

**Single Booth** (10 x 10 ft.) in General 4th St. section for Community/Nonprofit Service Organizations

**\$400**

**Healthy Living**  
12 Booths 10 Available

**Single Booth** (10 x 10 ft.) in General 4th St. section for Health Focused Organizations

Nonprofit Services	<b>\$400</b>
Health Related Businesses	<b>\$650</b>

**Childrens Area**  
8 Booths 3 Available

**Single Booth** (10 x 10 ft.) located inside and around Winston Square Park

Nonprofit Services	<b>\$400</b>
For Profit Businesses	<b>\$650</b>

## OTHER Sponsor Options

- DECORATIONS available \$1,500
- DANCE COMPETITION available \$1,000
- INFLATABLES FOR KIDS available \$ 800
- PARADE OF FLAGS available \$ 500
- GOLF CARTS available \$ 500
- Special Exhibits Available

## Food Area Vendors

We encourage a diverse variety of Latin cuisine to showcase the cultural flavors of the Hispanic community. Vendors are asked to contact Juan Aguilar 336.770.1228 for details and costs associated with becoming a food vendor. 20 spaces available.

Over 70 companies and organizations have taken part in previous Fiestas including Boost Mobile, Wells Fargo, Nationwide Insurance, PepsiCo, Time Warner Cable, BB&T, WS Federal Credit Union, RH Barringer, McDonalds, Modern Nissan, as major sponsors.  
Booths are limited as listed above, on a first come basis.

DEADLINE: August 15, 2017