



DFW International

Community Alliance



Dallas' only Cultural Festival of the Americas

PRESENTED BY



8th annual ¡Fiesta Latinoamericana!

una plaza latina con su música, danza y cultura!

Sunday
September 28, 2014

Honorary Chair:
Consul General de México
José Octavio Tripp Villanueva

Klyde Warren Park in the Dallas Arts District
11 am to 7 pm

Expected attendance: 20,000 people

FREE

Become a signature sponsor or reserve a corporate booth in the 8th Fiesta Latinoamericana! and be part of Dallas' only festival that celebrates the people and cultures of South America, the Caribbean, Spain, Central America and Mexico.

Census data shows that 1.8 million of the DFW metroplex residents are Latinos, and their annual buying power is \$ 27 billion.

In five cities of the North Texas metroplex, Latinos make up more than 40% of the population.



The DFW metroplex has the 6th largest Hispanic population in the United States, and the Hispanic family household income in DFW is higher than the state average family income.





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Sponsorship opportunities

Customized sponsorship packages available to match your promotional needs.

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Platinum Presenting Sponsor - \$25,000 - major sponsorship opportunity

- Your company listed as presenting sponsor under event name at all times
- Sponsor banner on all 3 stages
- Sponsor recognition each half hour during the event from all stages
- Plaque presentation during the event
- Custom on-site presence at event
- Sponsor logo on Fiesta Latinoamericana! / DFW International website (3 million hits / month)
- Sponsor ad in 8 DFW International bulletins
- One year corporate membership in DFW International
- Sponsor recognition in all local media releases, placements and promotions

Gold Sponsor - \$15,000

- Sponsor logo or banner on your activity
- Sponsor recognition each half hour and plaque presentation during the event
- Custom on-site presence
- Sponsor logo on Fiesta Latinoamericana! / DFW International website (3 million hits / month)
- Sponsor ad in 4 DFW Latino bulletins
- One year corporate membership in DFW International
- Sponsor recognition in all local media releases, placements and promotions

Silver Sponsor - \$10,000

- Sponsor banner in area
- Sponsor recognition in all local media releases, placements and promotions
- Sponsor recognition each half hour during the event
- 10 x 30 booth at event
- Sponsor logo on Fiesta Latinoamericana! webpage and flyers

Bronze Sponsor - \$5,000

- 10 x 20 booth at event
- Sponsor banner in area
- Sponsor logo on Fiesta Latinoamericana! webpage and flyers

Booth Sponsorship - \$2,500

- 10 x 10 booth

Additional Sponsorship Opportunities

- Customized Sponsorships for Children's Workshops, Tortilleria Booth, Auto, Piñata Interactive, Latinoquest game, and lots more.

In-kind and media sponsorships will be calculated at 50% the value and are not available for title and presenting sponsorships.

Contact: Luis Sosa

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www.dfwinternational.org



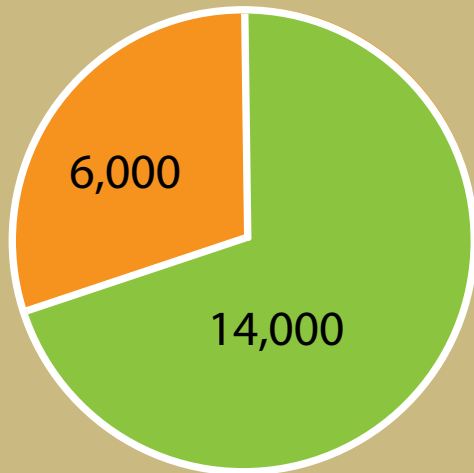
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8th annual **Fiesta Latinoamericana!**

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EVENT DEMOGRAPHICS

20,000 people expected

- Latinos: 70%
- Other: 30%

Media sponsors for Fiesta 2013

- | | | |
|---|-----------------------------|-------------------------------|
| Al Dia | Downtown Business News | La Subasta |
| Asociación de Mujeres Empresarias y Profesionales | El Extra | Liberman Broadcasting (Ch 29) |
| Azteca America | El Heraldo News | Mega 107.5 |
| Clear Channel | El Lider USA | Novedades News |
| Contacto Media | ESPN Deportes | PANORAMA de Nuevos Horizontes |
| Dallas FW Child Magazine | Greensheet Promotions | Park Cities News |
| Dallas Morning News | Hoy Dallas | Radio Disney 620 AM |
| Dallas Observer | KBFB / The Beat / Radio One | Radio Para La Familia |
| Dart | KCBI | Univision |
| DISD | KTNO 1440 | Univision Radio |
| | KTVT CBS 11 | White Rock Weekly |
| | | WRR |

Our 2013 sponsors

