



*A Hispanic Heritage Month Celebration*

## WHEN

**Saturday**

**October 4, 2025**

**1 p.m. to 11 p.m.**

## WHERE

**The Sunken Gardens**

**San Antonio, TX 78209**

## 2024 SPONSORSHIP PACKET

**WWW.INTERNATIONALLATINJAZZARTFESTIVAL.COM**

## FREE EVENT

**ARTISANS • MUSIC  
LATIN CUISINE**

**CHILDREN'S MUSIC  
SYMPOSIUM  
1 P.M.**

**"SALSA FOR SENIORS"  
& OTHER  
DANCE WORKSHOPS  
1 to 3 PM**

### VIP EXPERIENCE

See, Hear & Feel The Music With An Upclose & Personal View Of Performing Artists Sampling of Signature Cocktails & Lite Bites Opens At 6:00 p.m.

## MUSIC LINE UP

**Poncho Sanchez**

**THE LATIN PLAYERZ  
feat. NESTOR  
TORRES**

**Other Regional  
Talent TBA**

**Special Presentation by  
SOFTA STARLITES**

**PROCEEDS BENEFITTING**



**Starliteorganizationforthearts.org**

## OUR PURPOSE – More Than Just A Festival...



THE INTRODUCTION OF LATIN ELEMENTS INTO JAZZ began almost with the genesis of jazz and is largely due to the mixing of various cultures in New Orleans.

A dominant presence in the spread of Latin jazz was the trumpeter and arranger Mario Bauza, who introduced many elements of Cuban origin from his native Havana, first in Chick Webb's big band (*in the Mario Bauza decade of the '30s*) and later in Fletcher's bands, Henderson and Cab Calloway.



The most recent renaissance of Latin jazz was sparked by the influx of many Latin musicians (some exiled from Fidel Castro's Cuba) looking for greater opportunities in New York and Florida. There is also a sense that the often intense, but always danceable, polyrhythmic quality of the music has created a wider audience for jazz in general.

One of the latest contributors to Latin Jazz was the late great Tito Puente, “Rey de los Timbales” of Puerto Rico. In his lifetime he was a pop culture celebrity and brought Latin Jazz with genres like Mambo & Cha-cha-cha to the masses. *His most famous composition is “Oye Como Va”, made famous by Mexican guitarist, Carlos Santana.*



Another well known legend in Latin Jazz is Pianist Eddie Palmieri, who still resides in New York. He helped make the piano montuno (a repeating piano ostinato based on a clave pattern) an essential part of Latin Jazz. His signature sound involves “quartal harmony,” which means stacking intervals of fourths to create chords with a suspended, modal character.

Eddie is a San Antonio favorite!

## Our Vision and Mission...

The mission of the **STARLITE ORGANIZATION FOR THE ARTS (SOFTA)** is to nurture and maintain the cultural integrity and historical value of our Afro European-Caribbean & Latin heritage through educational presentations of music, dance and performing arts.



SOFTA's principal goal is to ensure that everyone, regardless of age, in the state of Texas and elsewhere, has the unique and undeniable opportunity to be exposed to all elements of our cultural heritage, whether it may be through music, dance, or performing arts.

**Be A Lifeline To Our Future  
Generation Of Musicians,  
Artists & Performers**

**CAMPEÓN  
DE LATIN JAZZ  
\$12.5K TO \$20K**

**DEFENSOR  
DEL ARTE  
\$6.5K TO \$10K**

**EMBAJADOR  
DEL ARTE  
\$2.5 TO \$5K**

**SPONSORSHIP  
BENEFITS LISTED ON  
NEXT PAGE**



**SOFTA**

**[Starliteorganizationforthearts.org](http://Starliteorganizationforthearts.org)**



## 2025 SPONSORSHIP BENEFITS

### CAMPEÓN DE LATIN JAZZ \$12.5 TO 20K

- TITLE SPONSOR(S) Category Exclusivity
- Name Mention in paid ads, media and PSAs\*
- Opportunity to offer welcoming remarks
- Stage mentions throughout the day
- Prominent Logo placement available: paid ads, street banners, entrance, stage, and throughout the event layout\*
- Logo recognition in print collateral: posters, flyers, invitations to City, County and State Officials, etc.\*
- Name mention in media advisories and news releases\*\*
- Prominent Logo recognition on the I.L.J.A.F's website\*
- Social media recognition on the I.L.J.A.F's Social Media Platforms
- Opportunity for a 20' x 20' company promotional space at the event\*
- 18—25 Tickets To The VIP Experience at The International Latin Jazz & Arts Festival

### DEFENSOR DEL ARTE \$6.5 TO 10K

- Tier Logo placement available: paid ads, entrance and Market Place (Food, Beverage, Exhibitor Area)\*
- Logo recognition in print collateral: banner, posters, flyers, invitations to City, County and State Officials, etc.\*
- Name mention in media advisories and news releases\*\*
- Logo recognition on the I.L.J.A.F's website
- Social media recognition on the I.L.J.A.F's Social Media Platforms
- Opportunity for a 10' x 20' company promotional space at the event\*\*
- 10—15 Tickets To The VIP Experience at The International Latin Jazz & Arts Festival

### EMBAJADOR DEL ARTE \$2.5 TO 5K

- Sponsor of ONE of the various educational components of the festival—Dance, Music or Art.
- Your sponsorship will provide FREE Commemorative T-shirts to children & hand percussion instruments to take home.
- Tier Logo placement available: Market Place (Food, Beverage & Exhibitor Area)\*
- Logo recognition in print collateral: banner, posters, flyers, invitations to City, County and State Officials, etc.\*
- Logo recognition on the I.L.J.A.F's website
- 2—8 Tickets To The VIP Experience at The International Latin Jazz & Arts Festival

*You'll Be In Great Company*



[WWW.INTERNATIONALLATINJAZZARTSFESTIVAL.COM](http://WWW.INTERNATIONALLATINJAZZARTSFESTIVAL.COM)



## 2025 SPONSORSHIP FORM

An online version of this form is available at  
[www.internationallatinjazzartfestival.com](http://www.internationallatinjazzartfestival.com)

I / My Organization would like to sponsor the  
**International Latin Jazz & Arts Festival** at the following level:  
*(Please select Below)*

\_\_\_\_\_ **CAMPEÓN DE LATIN JAZZ: \$12.5k to \$20k**

\_\_\_\_\_ **DEFENSOR DEL ARTE: \$6.5k to \$10k**

\_\_\_\_\_ **EMBAJADOR DEL ARTE: \$2,5k to \$5k**

\_\_\_\_\_ **OTHER AMOUNT—\$\_\_\_\_\_**

\_\_\_\_\_ **In Kind (\$\_\_\_\_\_ *list value*)**

**Organization** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Email** \_\_\_\_\_

**Address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Website** \_\_\_\_\_

### Method of Payment:

- ☐ Company Check—Amount:
- ☐ Please Send An Invoice To The Email Above
- ☐ Visa
- ☐ MasterCard
- ☐ American Express
- ☐ I Will Call The Office And Provide My Credit Card Information. Please Call 210.838.4717.

\_\_\_\_\_ Card Number

\_\_\_\_\_ Exp Date

\_\_\_\_\_ Authorizing Signature

\_\_\_\_\_ Zip Code For Card

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☐ My Sponsorship Is In Kind.

Details of Donated Product / Services: \_\_\_\_\_

Signature: \_\_\_\_\_

Please email form along with a HIGH-RESOLUTION IMAGE OF YOUR LOGO to [admin@starliteorganizationforthearts.org](mailto:admin@starliteorganizationforthearts.org). Thank you for supporting The International Latin Jazz & Arts Festival and Starlite Organization For The Arts! Your contributions are tax deductible and will help us take music, dance & performing arts to our future generation of “Stars”.

You will receive an email to confirm details of your sponsorship benefits. If you have any questions please call 210.838.4717. You may also mail this form to: STARLITE ORGANIZAITON FOR THE ARTS, PO BOX 12545, San Antonio, Texas 78212