

**3RD ANNUAL
HISPANIC HERITAGE FESTIVAL
FRISCO, TX**

OCTOBER 12, 2024

**CORPORATE SPONSORSHIP
PACKET**



Presented by



Why Partner with DFW Festivals Event Management?

If you're looking to tap into one of the fastest-growing and influential consumer segments in the US? Look no further - we've got you covered. We understand the immense potential of these cultural celebrations as a strategic marketing tool to connect with our vibrant Hispanic community.

We know what it takes to deliver results. Our team will work closely with you to craft tailored activation strategies that maximize your brand's impact and ROI at every festival and event.

We serve as a bridge between organizations and the Hispanic community, helping to engage, create meaningful connections, and promote collaboration. Our goal is to create events that bring people together, promote positive change, and celebrate the rich culture and heritage of the Latino community. We take care of every detail to ensure a seamless and memorable experience for our clients and guests.

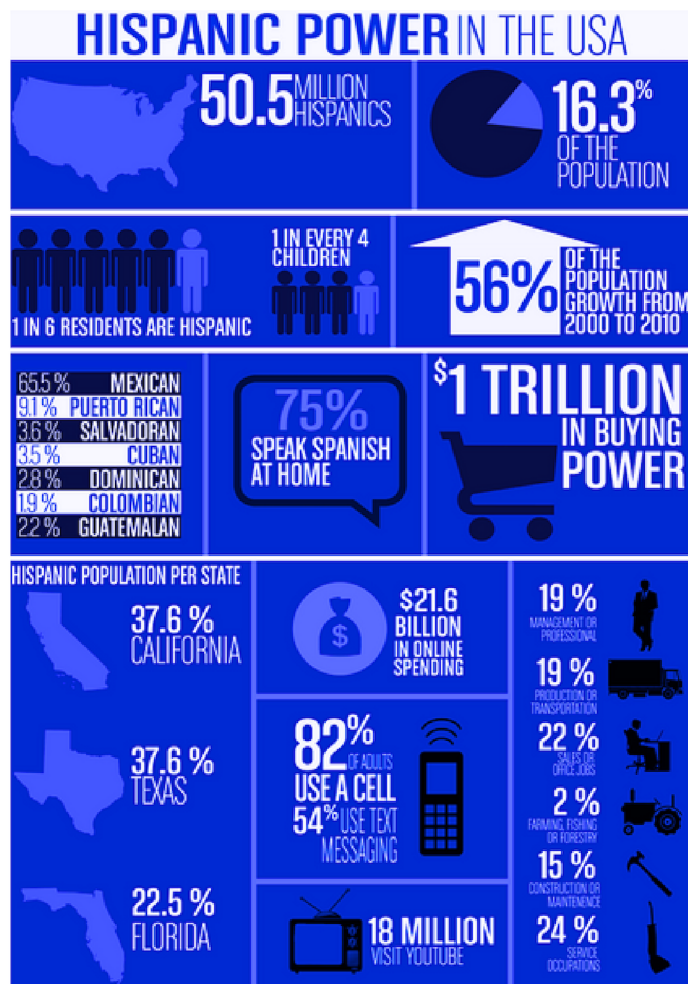
Don't Miss Out on This Festival—Here's Why You Should Be There!

Brand Amplification:

Amplify your brand's reach and visibility by becoming a key player in the bustling world of Hispanic festivals and events. With our strategic placement and targeted marketing initiatives, you'll stand out from the crowd and leave an indelible mark on the minds of consumers in our local market.



Community Trust: Build trust and credibility within our Hispanic community by demonstrating your genuine commitment to the culture and values. By aligning your brand with the Frisco Hispanic Heritage festival, you'll show that you understand and respect the traditions that matter most to local Hispanic consumers.



Cultural Immersion:

Immerse your brand in the vibrant tapestry of Hispanic culture. From traditional music and dance to mouth-watering cuisine, this festival offers an authentic glimpse into the diverse heritage cherished by millions of Hispanic Americans.

Direct Engagement:

Step into the spotlight and engage directly with thousands of passionate festival-goers who are eager to discover new brands and experiences.

This Frisco Hispanic Heritage festival will provide the perfect platform for you to forge meaningful connections, generate buzz, and leave a lasting impression on this influential audience.

Word-of-Mouth Marketing: Leverage the power of word-of-mouth recommendations within the tight-knit Hispanic community. Delight festival-goers, and watch as positive buzz spreads like wildfire, driving increased brand awareness and customer acquisition.

Don't miss out on this incredible opportunity on October 12, 2024.

Contact us today to learn more about how we can help you unlock the full potential of this dynamic festival. Let's celebrate success together!

Thank you for your support -
together, we can make a great
team!

Arturo Molinares
Managing Director

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3rd ANNUAL FRISCO HISPANIC HERITAGE FESTIVAL

CORPORATE PARTNER SPONSORSHIP LEVELS

We cordially invite you to partner with us for the 3rd Annual Frisco Hispanic Heritage Festival, set to take place on Saturday, October 12, 2024, in honor of National Hispanic Heritage Month. Your participation as a partner would be invaluable in making this event a resounding success.

BRONZE

\$2,500

- Tent, table w/ chairs (10X10)
- Prime location in merchant concourse
- Logo on all print, event website, social media and marketing
- Logo on the photo backdrop.
- Unlimited on-site product merchandising giveaways

SILVER

\$5,000

- Tent w/ chairs (10X20)
- Prime location in merchant concourse
- Logo on all print, event website, social media and marketing
- Logo on the photo backdrop
- Three VIP credentials
- Unlimited on-site product merchandising giveaways (stage time provided)
- Stage speaking time up to 5 mins. to discuss your company mission

GOLD

\$10,000

- Tent w/ chairs in main concourse area (10X20)
- Customizable activation strategy
- Name and logo on all print, event website, social media, and marketing efforts
- Five VIP credentials
- Predominant logo on the photo backdrop
- Unlimited on-site product merchandising giveaways (stage time provided)
- Stage speaking time of 10 mins. to discuss your company mission (2X5 mins)

\$15,000

As the Platinum Sponsor, you'll command the spotlight, enjoying unparalleled exposure and connection with a highly engaged audience. Picture your brand front and center, emblazoned across all event marketing materials, digital platforms, and social media channels.

But it's more than just visibility – it's about creating lasting impressions. By aligning your brand with our Frisco Hispanic Heritage Festival, you're not just sponsoring an event but becoming part of an experience. You're demonstrating your commitment to our shared values and connecting with the Hispanic community on a deeper level.

PLATINUM (Title sponsor)

- Side Stage - VIP tent w/ 20 VIP credentials (20X20)
- Exclusive Event Presenter
- Unlimited signage at event/ stage banners
- Private restroom facilities
- Food, beverages, and snacks provided
- Customizable activation strategy
- Co-brand Latinos in Excellence Awards at event
- Marketing and PR opportunities (print, radio, TV)
- One full-page ad in **LatinosTX magazine**
- Title sponsor name and logo on all print, event website, social media, and marketing efforts
- Predominant logo on the photo backdrop
- On-site product and merchandising give-a-ways (stage time provided)
- Stage speaking time of 15 mins. to boost brand equity or similar (3X 5 mins)
- Unlimited VIP networking opportunities

Our fundamental principles

We firmly believe that giving back to the community is our corporate responsibility and fundamental to building a strong, socially conscious brand. By engaging in philanthropic activities and supporting local initiatives, local businesses can positively impact the very communities they serve.

Whether through charitable donations, volunteer efforts, or partnerships with nonprofit organizations, giving back fosters a sense of belonging and goodwill, strengthening relationships with customers, employees, and stakeholders. Moreover, it creates collaboration, innovation, and sustainable growth opportunities, driving positive change and leaving a lasting legacy beyond business success.

At DFW Festivals Event Management, our expertise lies in crafting extraordinary events and festivals with a keen emphasis on celebrating cultural diversity and honoring traditional values.

Explore www.dfwfestivals.com for further details on how we can transform your upcoming event into a truly magical experience.



2024 Non-Profit Philanthropy Beneficiaries

In honor of National Breast Cancer Month, we've partnered with **The National Breast Cancer Foundation (NBCF)** as our non-profit beneficiary for this year's festival. The NBCF's mission is to provide assistance and inspire hope to those affected by breast cancer through early detection, education, and support services. As part of its community support initiatives, NBCF will bring its mobile mammography unit to offer bilingual education and free mammograms during our event.

As a corporate sponsor, your commitment not only fuels the success of this remarkable event but also directly enriches the community by providing thousands of dollars in grants and scholarships for local Hispanic students through the **Excellence in Latino Achievement Awards**. These prestigious honors recognize outstanding Hispanic students in our community who have demonstrated excellence in academic pursuits and community engagement. This initiative was made possible through collaboration with the **Frisco Education Foundation** and the **Frisco Inclusion Committee**.

Embracing a spirit of friendly competition, we've partnered with the **Frisco Police Department** and **Frisco Fire Department** for a special challenge. The challenge is to collect the most cans of food during the event (Team Blue and Team Red), with the winning department receiving a grant. All food donations will directly benefit **Frisco Family Services**, assisting those in need within our community.



Your support is needed (and appreciated) for another successful event this year. I'm happy to provide additional information on the event, sponsorships, special guests, and all the ways we're bringing Hispanic Heritage Month to life.

Thank you for embracing our Hispanic community!

Respectfully,

Arturo Molinares
Event Director, Hispanic Heritage Festival 2024

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