

SPONSORSHIP OPPORTUNITY

Fiesta de las Américas

Hispanics of Lake County Association — Lake County's center for Hispanic community engagement

DATE

July 18, 2026

VENUE

Lake Square Mall, Leesburg FL

ANNUAL EVENT

3rd year running

STATUS

501(c)(3) nonprofit

Our mission pillars

Workforce development

Career coaching, job placement & certifications for immigrant professionals via the Adelante Success Program — funded by a \$10K Hispanic Federation grant

Humanitarian outreach

Connecting residents to food, shelter, and healthcare — charitable services for all of Lake County regardless of race or ethnicity

Multicultural awareness

Promoting cultural unity through events, a bilingual business directory, and community engagement across English and Spanish speakers

Who you'll reach — Hispanic community data

79,374

Estimated Hispanics in Lake County — the largest minority group at 18.7% of the population

60%

Of Hispanic residents are fully bilingual in English and Spanish

70%

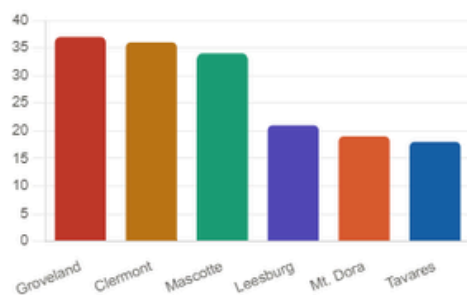
Are registered voters in Lake County — civic and economically engaged

~20%

Own their own business — one of the highest self-employment rates across groups

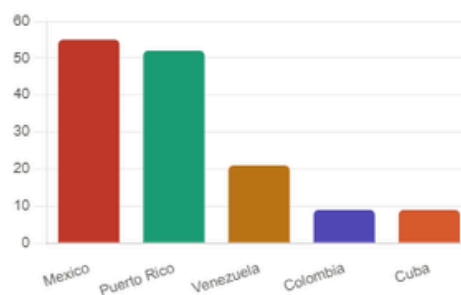
Top cities of residence

Source: 2024 HOLCA Community Report (n=193)



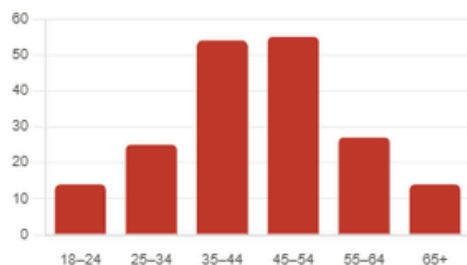
Top countries of origin

Source: 2024 HOLCA Community Report (n=179 Hispanic respondents)



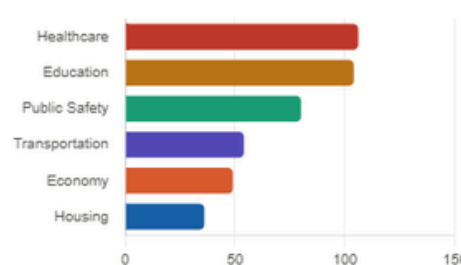
Age distribution

Largest groups: 35-44 and 45-54



Top community priorities

Respondents selected top 3 from a list



FIESTA OF THE AMERICAS







JULY 18, 2026

LAKE SQUARE MALL

10401 US-441, LEESBURG, FL 34788

SPONSORSHIP OPPORTUNITIES

BENEFIT	 SOL \$5000	 ORO \$2500	 PLATA \$1000	 BRONCE \$500
Booth Placement	<input checked="" type="checkbox"/> Prime Spotlight by Stage	<input checked="" type="checkbox"/> Spotlight by Stage	<input checked="" type="checkbox"/> Premium by Stage	<input checked="" type="checkbox"/>
Selling/Merchandise	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website Listing	<input checked="" type="checkbox"/> Feature Name Logo & Link	<input checked="" type="checkbox"/> Logo & Link	<input checked="" type="checkbox"/> Logo	<input checked="" type="checkbox"/> Name Only
Social Media Promotion	<input checked="" type="checkbox"/> Dedicated Posts	<input checked="" type="checkbox"/> Marketing Blitz	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Program Ad	<input checked="" type="checkbox"/> Full Page	<input checked="" type="checkbox"/> Full Page	<input checked="" type="checkbox"/> ½ Page	<input checked="" type="checkbox"/> Name Only
Event Banner	<input checked="" type="checkbox"/> Top Billing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Stage Time	<input checked="" type="checkbox"/> Unlimited + Headline Intro	<input checked="" type="checkbox"/> Multiple + Introduce an Act	<input checked="" type="checkbox"/> One Opportunity	
Exclusive Naming Rights	<input checked="" type="checkbox"/> Event Co-Named After Sponsor			

What's at the event

- **Live performances** — singers, dancers, bands, poets & artists from across the Americas
- **Fiesta fashion show** — traditional outfits representing cultures from North, Central & South America
- **International country booths** — food, attire & cultural displays representing dozens of countries
- **Vendor marketplace** — shopping, local businesses & community organizations
- **Booth decoration competition** — prizes for best theme and best decorated booth

Why sponsor?

★ **Largest county minority group**
18.7% of Lake County is Hispanic — nearly 80,000 residents and growing

📄 **Engaged, bilingual audience**
60% are fully bilingual — your brand message lands in both English & Spanish

+ **Tax-deductible contribution**
HOLCA is a 501(c)(3) — sponsorships may qualify as charitable contributions

🕒 **Stage time included**
Gold & Sol tiers receive live on-stage moments to speak directly to the crowd

Ready to become a sponsor?

Limited spots per tier · Info@holca.net · (352) 432-8589

holca.net/fiesta

