



LATINO HERITAGE MONTH

www.latinoheritage.la

SPONSORSHIP PACKET



ABOUT US

MISSION STATEMENT:

Latino Heritage LA aspires to engage, inspire, and highlight contributions made by the Latino community to our Nation, while bridging cultural gaps, enhancing and connecting the diverse, multi-racial, and multi-cultural mosaic that is Los Angeles.

ABOUT:

Held throughout Los Angeles, Latino Heritage LA festivities range from sophisticated art exhibits to family friendly festivals to live concerts. Our variety of events attract LA's 4.9 million Latinos from all walks of life, from the social media and tech savvy millennials, middle income families, to top of their career professionals. Our events bring a unique opportunity for brands to reach various demographics within the Latino community.

SOCIAL MEDIA:

170K FOLLOWERS AND GROWING

- 80% of our Facebook Fans and 74% of our Instagram followers are family decision makers
- 57.2% of our followers are 25-44
- 96% of our followers are from the US
- Our posts engage 80% of our fans





LATINO HOUSEHOLD CONSUMER SPENDING IN LOS ANGELES COUNTY

Latinos in the county have significant buying power that has increased and is projected to continue to grow year after year.

- 1 in 3 checking accounts is opened by Latinos.
- Latino National GDP is the 7th strongest in the world.
- Latinos grew 74% faster than non-Latinos.
- Latino growth is in Human Capital.
- Latino GDP grew faster than the countries of India and China.
- 78% of the total growth of the US workforce is Latino
- Latinos grew 135% faster than non-Latinos from 2010 to 2018
- Consumption by Latinos grew 12% faster than non-Latinos.
- Homeownership grew 13 times faster than non-Latinos.
- Latino GDP in California is 707 billion.
- Latinos grew four times faster than non-Latinos 2010-2018
- Latinos LA, LB, Anaheim 6.0 million 45%
- Latino population in LA Metro grew by 4.9% compared to non-Latino 2.3%
- Latinos will be a major driver of the nation's post-pandemic economic recovery.
- In the next 20 years, 70% of new homeowners will be Latino.
- 1 in 3 black Americans identify as Latino

LHM CORPORATE SPONSOR



SPONSORSHIP LEVEL & BENEFITS	ULTIMATE	GOLD	SILVER	BRONZE
EVENT BENEFITS				
Booth at Select LHLA Events	✓	✓	✓	✓
Corporate Banner at Events	✓	✓	✓	✓
Logo on All Collateral	✓	✓	✓	
Distribution of Sponsor Collateral	✓	✓		
Speaking Opportunity at LHLA Events	✓			
WEBSITE & SOCIAL MEDIA BENEFITS				
Corporate Logo on LHLA Website	✓	✓	✓	✓
Feature on LHLA FB Cover	✓	✓		
Customized Social Media Campaign	✓	✓		
weekly Contest on Social Media	✓			
Custom Slider on LHLA Website	✓			
ADDITIONAL BENEFITS				
LA City Council Recognition	✓	✓	✓	✓
VIP Passes to Official LHLA Wrap Party	✓	✓	✓	✓
Goodie Bag Inclusion	✓	✓	✓	✓
Logo on All Printed Ads	✓	✓		
Rights of First Refusal LHLA 2021	✓			



EVENTS

TARDEADA DE MARIACHI

Latino Heritage LA brings the community together through a traditional tardeada, a festive afternoon of music and fun for the entire family. In addition to musical performances by mariachi bands, there will be youth ensembles of Folklorico and Aztec dancers, arts and crafts, face painting, and delicious food – all the traditional elements of a true "tardeada" or "afternoon party."

LATINOS IN HOLLYWOOD - PHOTO EXHIBIT

Latinos in Hollywood Photo Exhibit honors the accomplishments of Latinos in film and television throughout the history of Hollywood. Displayed in prominent cultural spaces, it serves as inspiration for all to see and learn about stars of the past as well as current talent who bring Latino pride to the nation and the world.

PINATA MAKING AND LOTERIA WORKSHOPS

A fun-filled and educational event for families to learn the traditions of the art of piñata-making and the game of Loteria. A local artist will give a short talk on the history of the traditions, followed by fun games of Loteria for great prizes, and a class on how to build and creatively decorate their own pinatas.

EL GRITO LATINO HERITAGE MONTH KICK-OFF RECEPTION

A collaboration of local L.A. government, business and community leaders, the Mexican Consulate, and celebrities will come together to kick-off Latino Heritage Month with the traditional "El Grito" ceremony commemorating Mexican Independence Day, this year to be held at historic Olvera Street. Latino Heritage Foundation is hosting the official reception, offering potential sponsors a unique opportunity for visibility of their brand at this event which is certain to garner much press coverage among mainstream, Spanish-language and entertainment media outlets, both local and national.

20th ANNIVERSARY OF THE "BRONZE SCREEN: 100 YEARS OF THE LATINO IMAGE IN AMERICAN CINEMA"

The definitive documentary shined a light on the history of Latino images on the big screen from the earliest days of cinema. A special anniversary screening will be held, followed by a discussion with the filmmakers to address the issue of how Latinos in the entertainment industry and the significant Latino audience are viewed by the powers-that-be in Hollywood.



LATINO HERITAGE LOS ANGELES

EVENTS

LA KINGS YOUTH SKATE AND Q&A

To be held at their impressive training facility, the LA Kings professional hockey team will host local Latino youth for a fun and informative session of ice skating lessons, an intro to the hockey game, and Q&A with the Kings' Spanish radio broadcaster and community outreach leader, Francisco Rivera. Sponsorship will highlight your brand's commitment to and support of local Latino youth and the positive influence of sports, with many impactful photo opportunities and local press coverage.

LATINOS IN INVENTION

A special exhibition, created by local Latino Art students, of significant inventions and engineering marvels by Latinos in STEM - unsung heroes of the Latino community!



THANK YOU!

For more information, please email:

MARGIE HERNANDEZ

at margie@latinoheritage.la

OFFICE: 323-254-2020

CELL: 310-890-3125



[Facebook.com/latinoheritagela](https://www.facebook.com/latinoheritagela)

[@latinoheritagela](https://www.instagram.com/latinoheritagela)

www.latinoheritage.la

