

# Request for Sponsorship

## Executive Summary

Buffalo Latino Lens is a show dedicated to celebrating the vibrant Latino community in Western New York. Through compelling storytelling, we shine a light on the inspiring achievements of local businesses, visionary leaders, talented artists, and everyday heroes who enrich our city. Our mission is to amplify positive narratives, foster unity, and showcase the cultural diversity that makes Buffalo thrive. By sharing these stories, we aim to educate, empower, and connect people across all backgrounds. Join us as we explore the heart of the Latino experience—one story at a time.



## PROGRAM OBJECTIVES

**Support our mission of celebrating Latino voices and gain direct exposure to a passionate and diverse viewing audience across Buffalo and beyond.**



### Knowledge Exchange

Provide space for a half-hour television program spotlighting Latino-owned businesses, artists, community leaders, and culture in Western New York.



### Networking

Facilitate connections between Latino businesses, cultural institutions, and community leaders.

## CONTACT



### Rocco Anastasio

Producer/Founder  
Buffalo Latino Lens  
[rocco@buffalolatinolens.com](mailto:rocco@buffalolatinolens.com)  
[www.buffalolatinolens.com](http://www.buffalolatinolens.com)

## Amigo Package

**\$250**

- Your name or business listed under “Community Supporters” in the show credits
- Social media shout-out (1x post on Facebook & Instagram)
- A digital thank-you badge to share on your platforms

## Compañero Package

**\$500**

- 10-second logo spot embedded mid-show (e.g., “This segment is brought to you by...”)
- Name/logo featured in closing credits
- Social media shout-out (2x posts)
- Mention in episodes and email blast

## Socio Package

**\$1000**

- One 30-second commercial spot embedded during the show
- Business featured in both opening and closing credits
- Logo included in promotional materials and website
- Interview opportunity or business feature on social media
- Social media shout-out (across all platforms)