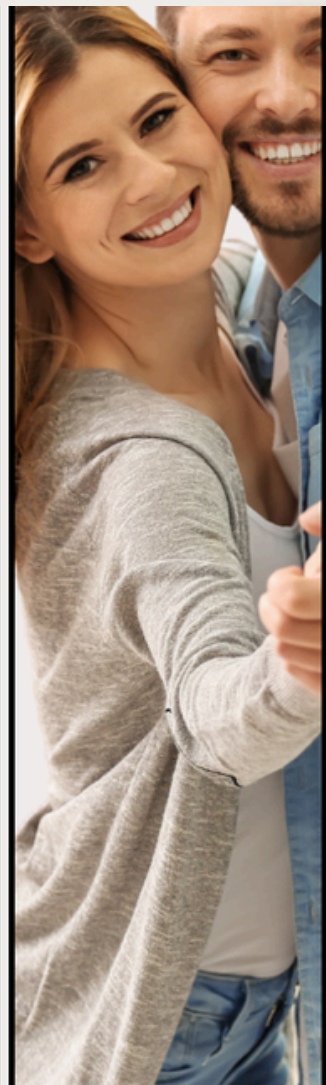
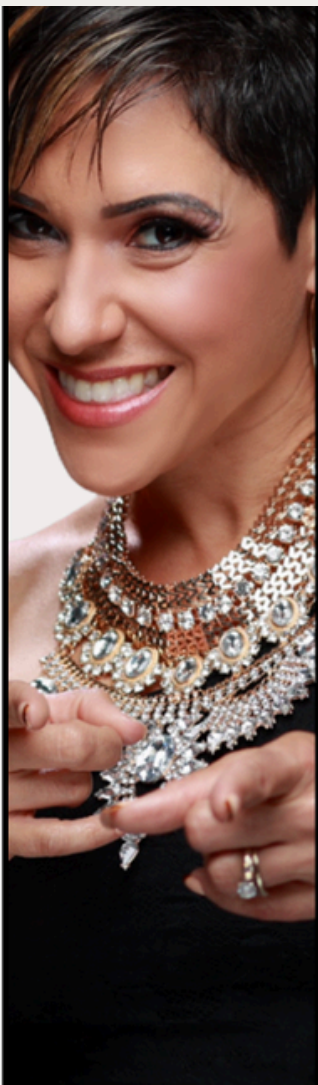




# Fiesta del Sol Festival

**Saturday**  
**MARCH 21**  
**5 PM - 10 PM**

**SPONSORSHIP OPPORTUNITIES**





## About Us

At VIP Impressions, we are passionate about creating meaningful and memorable cultural experiences. Our work is guided by a deep commitment to excellence, meticulous attention to detail, and a creative vision that brings people together through the universal languages of music, dance, food, and art.

In Latin America and the Caribbean, these cultural expressions arose from a rich fusion of European court and folk traditions, Indigenous heritage, and African rhythms. This blend gave birth to the diverse and vibrant traditions that continue to shape and enrich Latin American and Caribbean identity today.

Rooted in both tradition and innovation, we proudly merge old-world culture with contemporary trends to honor and celebrate the rich diversity of our communities.

For the fourth consecutive year, we are honored to partner with the McLean Community Center to present the Fiesta del Sol Festival—a vibrant and joyful celebration of Latin American and Caribbean heritage.

## Event Overview

**Event Name:** Fiesta del Sol Festival

**Date:** Saturday, March 21, 2026

**Time:** 5 p.m. - 10 p.m.

**Location:** McLean Community Center

1234 Ingleside Avenue

McLean, Virginia 22101

**Organizer:** VIPImpressions.com

**Expected Attendance:** 1500 attendees

### Social Media and Website Promotion

- McLean Community Center: 4.6K followers
- Engage Fairfax County: 971K responses and 908K views
- Fiesta del Sol Festival website: 5.5K visitors

### Print Media Advertising

- Tiempo Latino:
  - Circulation: Approx. 50,371 copies weekly.
  - Readership: Estimated at 120,000+ readers per week
  - Reaches around 8 million + digital platforms
- ARLnow: 500,000 unique website visitors per month
- McLean Living Magazine: 15,000 reach in McLean and Great Falls, VA
- Fairfax County Times: 130,000 to 330,000 weekly circulation



## Presenting Sponsor | “Visionario” \$7,500

As the “Visionario” sponsor, your brand will receive the highest level of exposure, exclusive access to premium activation opportunities, and recognition as a leading supporter of cultural celebration, entrepreneurship, and community impact.

### BUSINESS SHOWCASE

- Sponsor of 8 high-traffic vendor booths, representing small businesses from Latin America and the Caribbean
- Branded signage at each booth, showcasing your sponsorship and support of Latin American and Caribbean entrepreneurship
- Opportunities for cross-promotion and engagement with vendors and attendees

### EXCLUSIVE GIVEAWAYS TENT SPONSOR

- Premier sponsor of the Prizes & Giveaways Tent
- Your logo and messaging are featured on all signage, giveaways, and promotional materials tied to this tent
- Live shoutouts on stage and engagement throughout the day from emcees

### MEDIA & PRESS COVERAGE

- Special mention in all official event communications
- Inclusion in pre-event press releases distributed to local and regional media outlets
- Editorial mentions are included where applicable in print or digital publications
- A dedicated write-up and recognition in the post-event press release

### PRINTED & ON-SITE VISIBILITY

- Logo on event entrance signage
- Logo prominently featured on stage signage
- Logo placement in the official program handout distributed to attendees
- Recognition in all printed materials, including flyers, posters, and banners

### DIGITAL & ONLINE PROMOTION

- Logo and hyperlink featured on the event website sponsor page
- Multiple social media shout-outs across VIP Impressions and partner platforms, including:
- Sponsor spotlight posts
- Mentions in countdown and thank-you content
- Tagged stories and reels during the event

*Commitment deadline, December 1, 2025*



## **“Cultura Champion” Sponsor \$5,000**

As a valued Cultura Champion Sponsor, your brand will receive prominent recognition before, during, and after the event through the following high-impact promotional benefits:

### **MEDIA & PUBLIC RELATIONS**

- Special mention in all official event communications
- Inclusion in pre-event press releases distributed to local and regional media outlets
- Editorial mentions are included where applicable in print or digital publications
- A dedicated write-up and recognition in the post-event press release

### **PRINTED & ON-SITE VISIBILITY**

- Logo prominently featured on stage signage
- Logo placement in the official program handout distributed to attendees
- Recognition in all printed materials, including flyers, posters, and banners

### **DIGITAL & ONLINE PROMOTION**

- Logo and hyperlink featured on the event website sponsor page
- Multiple social media shout-outs across VIP Impressions and partner platforms, including:
  - Sponsor spotlight posts
  - Mentions in countdown and thank-you content
  - Tagged stories and reels during the event

### **BRANDED LOUNGE**

- Branded activation space at the event

This package ensures extensive exposure to a diverse and engaged audience while aligning your brand with a meaningful celebration of Latin American and Caribbean heritage.

*Commitment deadline, December 1, 2025*



**\$4,000**

## **“Cultural Partner” Sponsor**

### **MEDIA & PUBLIC RELATIONS**

- Mention in press releases
- Recognition in one editorial or promotional article

### **PRINTED & ON-SITE VISIBILITY**

- Logo placement on stage signage
- Logo included in program handout
- Featured in select printed materials

### **DIGITAL & ONLINE PROMOTION**

- Logo and link on website
- Featured social media shout-out

### **CUSTOM ACTIVATION OPPORTUNITIES**

*(Choose 2)*

- Sponsor-branded table or activation booth
- Product or service demo station
- Branded backdrop



**\$3,000**

## **“Comunidad” Sponsor**

### **MEDIA & PUBLIC RELATIONS**

- Recognition in one press release

### **PRINTED & ON-SITE VISIBILITY**

- Name or logo in event program
- Logo featured in one printed promotional item (poster or flyer)

### **DIGITAL & ONLINE PROMOTION**

- Logo on event website
- One social media mention and tag

### **CUSTOM ACTIVATION OPPORTUNITIES**

*(Choose 1)*

- Vendor booth or display table
- QR code promotion in the program



*Commitment deadline, December 1, 2025*



## “Música” Sponsor

(2 Available)

### PRINTED & ON-SITE VISIBILITY

- Name or logo in printed program
- Logo on signage near the performance stage or DJ booth

### DIGITAL & ONLINE PROMOTION

- Name listed on website
- Social media thank-you mention

### CUSTOM ACTIVATION OPPORTUNITIES

(Choose 1)

- Sponsor mention before a featured musical act
- Co-branding of a musical performance
- Branded signage at the performance zone



\$2,000

\$2,000

## “Sabor” Sponsor

(2 Available)

### PRINTED & ON-SITE VISIBILITY

- Logo or name in printed program
- Logo on signage at food court or vendor zone

### DIGITAL & ONLINE PROMOTION

- Name listed on website
- Social media thank-you post

### CUSTOM ACTIVATION OPPORTUNITIES

(Choose 1)

- Branded tasting table or product showcase
- Recipe card or keepsake item with sponsor logo
- Sponsor shoutout during food or culinary demos



*Commitment deadline, December 1, 2025*



# Why Sponsor?

Sponsoring the Fiesta del Sol Festival offers a range of significant benefits for companies looking to make an impact in the Northern Virginia Communities.

Here are some key reasons why sponsoring a Latino and Caribbean festival is a smart investment:

1. Support Latina-owned and operated businesses
2. Access to a Growing Market
3. Brand Loyalty & Trust
4. Cultural Relevance
5. Visibility & Exposure
6. Community Engagement & Corporate Social Responsibility
7. Networking & Business Opportunities
8. Lead Generation & Consumer Engagement
9. Exclusive Marketing Opportunities
10. Positive Brand Association
11. Cultural Alignment for Future Marketing

## Contact Information

For more details, please contact:



[www.vipimpressions.com](http://www.vipimpressions.com)



(571) 406-2801



[Beatriz@vipimpressions.com](mailto:Beatriz@vipimpressions.com)

# Past Participants



Steven Morton



ECUA  
HATS  
ECUADORIAN CRAFTS FOR THE WORLD

SEERA  
CRAFTS  
Simple, Fun, Elegant, Recyclable Art

CHECA  
ART  
Original and vibrant paintings.

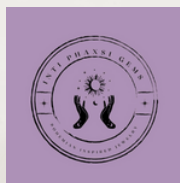
yut'sil  
keh



PIKOTEO  
EATERY • CATERING • SMOKEHOUSE



sabores  
TAPAS BAR



Alex Sakes  
PHOTOGRAPHY


Luis Peraltta  
PHOTOGRAPHY





PaGozar  
LATIN BAND

FRIENDS  
of the McLean Community Center  
Since 1964



 [www.vipimpressions.com](http://www.vipimpressions.com)

 (571) 406-2801

 [Beatriz@vipimpressions.com](mailto:Beatriz@vipimpressions.com)