

HISPANIC CHAMBER OF COMMERCE OF COASTAL VIRGINIA

CÁMARA DE COMERCIO HISPANA DE LA COSTA DE VIRGINIA



**HISPANIC**  
Chamber of Commerce  
—of Coastal Virginia—

## UNASE, CREZCA, NEGOCEÉ CON EXITO



This signature event held in the heart of the mid-Atlantic and one of the most visited vacation regions recognizes every aspect of the Hispanic Community and culture in Coastal Virginia. Becoming a sponsor of La Fiesta is an efficient and cost-effective method to penetrate this powerful and loyal demographic. If you've recognized just how much the Hispanic market can help your business grow, it's time to show your support and showcase your products and services.

La Fiesta is a wonderful place for your business to showcase your services and products to the fastest growing community. This is the best way for mainstream businesses and corporations — interested in promoting their products or services within Coastal Virginia's Hispanic community — to access a wide spectrum of our community.

### HIGHLIGHTS:

- **Build a lasting relationship!**
- **Earn credibility!**
- **Market Penetration**

### Contacts:

**Dr. Johnny Garcia, Presidente - [president@hccova.org](mailto:president@hccova.org)**  
**Julian Baena, [Julian.baena@sabiotechnical.com](mailto:Julian.baena@sabiotechnical.com)**

### La Fiesta Fun Facts

Two Day Event  
28 – 29 June 2024

VB Ocean Front  
24<sup>th</sup> Street and Atlantic Ave.  
Virginia Beach, VA 23454

20 hours of Cultural immersion

Projected Attendance:  
20,000+

Target Audience  
Hispanic Community

Target Industries for Sponsorship:  
Chamber Members  
Grass Roots Organizations

Past Sponsors:  
Truist Bank  
SimIS Inc.  
Dominion Energy  
COX – A las 11 por el 11  
VHDA  
One-of-a-Kind Landscaping  
Hispanos de Valor  
IMGoing  
Dollar Bank  
Union Latino  
U.S. Army  
And many more ...



### **Presenting/Scholarship Sponsor - \$50,000**

- Company announced as principle sponsor
- CEO remarks
- Placement of logo on outside event advertising
- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website
- Placement of logo at Drink Tent
- Recognition from stage
- Vendor Table
- Logo displayed on event T-Shirts
- Includes one-year membership
- Donation to Hispanic Scholarship Fund
- Present scholarship award

### **Scholarship Sponsor - \$30,000**

- Company announced as principle sponsor
- CEO closing remarks
- Placement of logo on outside event advertising
- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website
- Placement of logo at Drink Tent
- Placement of logo at Drink Tent
- Recognition from stage
- Vendor Table
- Logo displayed on event T-Shirts
- Includes one-year membership.
- Donation to Hispanic Scholarship Fund
- Present scholarship award

### **Media Sponsor - \$15,000**

- CEO stage access
- Placement of logo on outside event advertising
- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website
- Placement of logo at Tent
- Recognition from stage
- Vendor Table
- Logo displayed on event T-Shirts
- Includes one-year membership.
- \$500 Donation to Scholarship Fund
- Present scholarship award

### **Drink Sponsor - \$5,000**

- Placement of logo on outside event advertising
- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program
- Placement of logo on website with link
- Recognition from stage
- Vendor Table
- Logo displayed on event T-Shirts.
- Donation to Scholarship Fund
- Includes one-year membership.

### **Small Business Program Sponsor - \$3,500**

- Provide Stipend to small business.
- Placement of logo on broadcast emails
- Placement of logo on event flier
- Placement of logo on event program

### **Food Vendor - \$2,000**

- One display table or food truck
- Recognition from stage
- Includes one-year membership.

### **Exhibit Booth - \$1,500**

- One display table at event
- Includes one-year membership.

### **Members Only Area - \$200**