



Celebrating Hispanic Heritage

October 11 & 12

Jefferson Parish's Bicentennial

www.QuePasaFest.org

Que Pasa Fest: Celebrating Hispanic Heritage Like Never Before

Since its inception in 2011, **Que Pasa Fest** has grown from a modest gathering of 1,000 attendees to an extraordinary cultural event that attracted over **16,000 visitors** in 2024. This festival was born from a simple yet powerful vision: to bring people together to celebrate and honor Hispanic Heritage Month through music, food, dance, and community spirit. The event has become a beacon of cultural unity and pride, with its mission to be the largest and most vibrant celebration of Hispanic heritage and culture in Louisiana.

Que Pasa Fest is not just an event; it is an experience that bridges communities and celebrates the richness of Latin American traditions in an inviting, family-friendly environment especially this year, in which we also celebrate Jefferson Parish's Bicentennial. Join us in creating memories that resonate for years to come and be a part of a movement that showcases the best of what Hispanic culture has to offer.

When and Where

Que Pasa Fest is scheduled for Saturday and Sunday, October 11 and 12, 2025. The festival will take place at Lafreniere Park in Jefferson Parish, home to more than 79,000 Latinos, representing approximately 18% of Jefferson Parish's population. This prime location sets the stage for a celebration that brings together individuals from all walks of life to experience the vibrant energy and culture of the Latin community.

Artists and Vendors:

A Cultural Extravaganza

Que Pasa Fest is committed to showcasing the best in local talent while welcoming world-class international artists to the stage. Over the years, the festival has featured over 100 distinguished performers, including Grammy-winning and nominated legends Luis Enrique, Descemer Bueno, Los Van Van, James Andrews, and Rockin' Dopsie Jr. In 2025, we are excited to continue this tradition and bring a lineup of exceptional talent that will captivate audiences and elevate the festival experience.

Equally essential to the festival's success are our diverse range of vendors. In 2025, attendees will enjoy the flavors of food vendors representing a variety of Latin American countries, offering authentic and mouth-watering cuisines that celebrate the rich culinary traditions of the region. Additionally, nonprofits, arts and crafts vendors, and businesses will join us to share their services, showcase local talent, and sell unique products that highlight the entrepreneurial spirit of our community.

Whether through the rhythmic beats of live music, the aroma of traditional dishes, or the vibrant array of crafts and art, Que Pasa Fest is where people come together to celebrate, learn, and create lasting memories.

Presenters:

Founded in 1982 by the late Dr. Guillermo De Bango, Cervantes Fundación Hispanoamericana de Arte is a distinguished non-profit 501(c)(3) organization dedicated to promoting modern and classical Hispanic arts and cultural traditions. Named after the 16th-century Spanish literary icon Miguel de Cervantes, the foundation has profoundly enriched the community through its impactful initiatives.

Goals and Objectives: Shaping the Future, Celebrating the Present

As New Orleans and the Gulf South region continue to grow and evolve, the Hispanic community stands as a testament to resilience, hard work, and a deep-rooted commitment to cultural and economic development. Que Pasa Fest is dedicated to harnessing this growth and turning it into a catalyst for positive change. Our goals and objectives include:

- 1. Driving Economic Growth:** We aim to generate a significant economic impact for the state of Louisiana by hosting an event conceived, planned, and executed by a local Hispanic nonprofit. This festival not only enriches the cultural fabric of the Greater New Orleans area but also stimulates local businesses, generates tourism, and fosters economic development that benefits the community at large.
- 2. Empowering Artists and Entrepreneurs:** We prioritize the support of Hispanic and Latino artists, musicians, and local businesses who contribute to the community's unique cultural landscape. By providing a platform for artists to showcase their talents and for businesses to engage with a diverse audience, we strengthen the economic and social fabric of the region while celebrating the vital contributions of these community leaders.
- 3. Fostering Cultural Education and Unity:** Que Pasa Fest strives to increase awareness and appreciation of Hispanic/Latino culture and heritage. Our event offers educational programs, workshops, and performances that inspire and educate attendees, promoting an understanding of the cultural significance behind the music, art, and traditions of Latin America and the Caribbean.
- 4. Bridging Communities:** Our festival serves as a hub for connection, offering a diverse range of vendors that provide valuable information and resources in both Spanish and English. This fosters an environment that helps attendees assimilate more easily into their new community, supporting both newcomers and established residents in their journey of cultural integration and growth.
- 5. Instilling Pride and Legacy:** One of the festival's most profound objectives is to nurture a deep sense of pride and accomplishment within the Hispanic community. By celebrating and highlighting the rich cultural traditions and contributions of Latino heritage, Que Pasa Fest ensures that the legacy of this vibrant culture is passed down to future generations, inspiring unity, pride, and resilience.

Join us as a sponsor of Que Pasa Fest, an exciting celebration of Hispanic Heritage. This vibrant festival showcases diverse cultural traditions, food, art, music, and performances offering a unique platform to connect with a broad and engaged audience. By supporting the event, your brand will gain high visibility through strategic marketing, on-site presence, and digital exposure. Aligning with Que Pasa Fest demonstrates your commitment to cultural inclusivity and community support, elevating your brand's reputation while celebrating the rich heritage and contributions of the Hispanic community. Don't miss this opportunity to make a lasting impact!



SPONSORSHIP CATEGORIES:

Presenting Sponsor • \$50,000

- Premier recognition as the Presenting Sponsor of *Que Pasa Fest 2025* and name/logo to appear as such on all marketing and promotional material.
- Full-page color ad in September and October's editions of *Que Pasa Newspaper*.
- Live on-stage mentions during the span of the festival.
- 10' x 10' booth space near main stage.
- Unlimited company banners throughout the site and on the main stage maximizing brand presence.
- Banner advertisement on festival website with link to sponsor's website.

Don Quixote Sponsor • \$25,000

- Recognition as the Don Quixote Sponsor of *Que Pasa Fest 2025*.
- Logo inclusion on all print advertising.
- Full-page color ad in October's edition of *Que Pasa Newspaper*.
- Live mentions during the span of the festival.
- 10' x 10' booth space near main stage.
- The right to display (10) company banners throughout the site and recognition on main stage maximizing brand presence.
- Banner advertisement on festival website with link to sponsor's website.

Sancho Panza Sponsor • \$15,000

- Recognition as the Sancho Panza Sponsor of *Que Pasa Fest 2025*.
- Logo inclusion on all print advertising.
- Half-page color ad in October's edition of *Que Pasa Newspaper*.
- 10' x 10' booth space.
- Live mentions over the span of the festival.
- The right to display (5) company banners throughout the site and recognition on main stage maximizing brand presence.
- Sponsor Link on *Que Pasa Fest's* website.

Gold Sponsorship Level • \$10,000

- The option to display (3) company banners throughout the site maximizing brand presence.
- Logo inclusion on all print advertising.
- Half-page color ad in October's edition of *Que Pasa Newspaper*.
- 10' x 10' booth space.
- Live mentions over the span of the festival.
- Sponsor link on *Que Pasa Fest's* website.

Silver Sponsorship Level • \$5,000

- The option to display (2) company banners throughout the site maximizing brand presence.
- Logo inclusion on all print advertising.
- ¼ page color ad in October's edition of *Que Pasa Newspaper*.
- 10' x 10' booth space.
- Live mentions over the span of the festival.
- Sponsor link on *Que Pasa Fest's* website.

Bronze Sponsorship Level • \$2,500

- The option to display (1) company banner throughout the site maximizing brand presence.
- Logo inclusion on all print advertising.
- ¼ color ad in October's edition of *Que Pasa Newspaper*.
- Sponsor link on *Que Pasa Fest's* website.

Que Pasa Fest: Noche de Orgullo Hispano • \$5,000

- Recognized as sponsor of the "Noche de Orgullo Hispano" celebration.
- Logo inclusion on all advertisements for the event.
- The option to display company banners maximizing brand presence.
- Sponsor link on *Que Pasa Fest's* website.

Luis & Ana Children's Area • \$5,000 (only 1 available)

- Recognition of the Children's Area unique sponsor.
- Live mentions over the span of the festival.
- Option to display business banners in Children's Area maximizing brand presence.
- 10' x 10' booth space.
- Sponsor link on *Que Pasa Fest's* website.

FOR MORE INFORMATION CONTACT:
Brenda Melara 504.615.9070 or email QuePasaFest@gmail.com