

Celebrating Hispanic Heritage

October 10 & 11

La Quinceañera

www.QuePasaFest.org



¿Qué Pasa?
Fest 2026
La Quinceañera

Celebrating 15 Years: La Quinceañera Edition

In 2026, Que Pasa Fest celebrates its 15th anniversary, “La Quinceañera,” a milestone honoring tradition, growth, and community. This special edition will feature signature moments inspired by quinceañera celebrations, including enhanced cultural programming, and unique sponsorship opportunities tied to this once-in-a-generation celebration.

Que Pasa Fest

Since its inception in 2011, Que Pasa Fest has grown from a gathering of 1,000 attendees to a vibrant cultural event drawing over 16,000 visitors in recent years.

Founded to celebrate Hispanic Heritage Month through music, food, dance, and community, the festival has become one of Louisiana’s most dynamic showcases of Hispanic culture, bringing together diverse audiences in a shared celebration of tradition and identity.

When and Where

Que Pasa Fest 2026 will take place on Saturday and Sunday, October 10–11, at Lafreniere Park in Jefferson Parish.

Produced by Cervantes Fundación Hispanoamericana de Arte, a 501(c)(3) nonprofit organization, the festival is rooted in a community where more than 79,000 Latinos, approximately 18% of the population, live and contribute to the region’s cultural and economic vitality.

Artists and Vendors

Que Pasa Fest highlights both local talent and internationally recognized artists. Past performers include Grammy-winning and nominated artists such as Luis Enrique, Los Van Van, James Andrews, and Rockin’ Dopsie Jr. The 2026 lineup will continue this tradition with an exciting and diverse program.

The festival also features:

- 20+ food vendors representing Latin American cuisines
- 75+ nonprofits, artisans, and businesses

Together, these elements create an immersive cultural experience filled with music, cuisine, art, and community engagement.

Producer

Founded in 1982 by the late Dr. Guillermo De Bango, Cervantes Fundación Hispanoamericana de Arte is a nonprofit organization dedicated to promoting Hispanic and Latino arts and cultural traditions. Through decades of programming, the foundation has played a vital role in enriching the cultural landscape of the region.

Goals and Objectives

Que Pasa Fest serves as a platform for cultural celebration, economic impact, and community connection. Its core objectives include:

1. Economic Impact

Supporting local businesses, driving tourism, and contributing to the regional economy.

2. Support for Artists and Entrepreneurs

Providing opportunities for Hispanic and Latino artists, musicians, and small businesses to showcase their work and connect with new audiences.

3. Cultural Education

Promoting awareness and appreciation of Hispanic heritage through performances, workshops, and interactive experiences.

4. Community Connection

Offering accessible resources and bilingual engagement that bring together diverse communities.

5. Legacy and Pride

Celebrating traditions while fostering pride and cultural continuity for future generations.

Join us in celebrating 15 years of culture, community, and connection at Que Pasa Fest, where your brand becomes part of a vibrant and growing tradition. Together, we don't just sponsor a festival, we create an unforgettable cultural experience.



SPONSORSHIP CATEGORIES:

La Corona (Presenting Sponsor)

\$50,000 (1 available – EXCLUSIVE)

- Premier recognition as **Presenting Sponsor**
- Logo dominance across all marketing (digital, print, media)
- **Main Stage naming rights**
- Full-page ad in program
- On-stage recognition throughout festival
- Premium booth space near main stage
- Unlimited banners
- Website homepage feature + link
- 30 tickets to Noche de Honor y Cultura
- **First right of renewal for 2027**

Padrino Oficial Sponsor

\$25,000 (2–3 available)

- Recognition as **Official Padrino Sponsor**
- Prominent logo on all marketing materials
- Full-page program ad
- Live mentions
- Booth near main stage
- Up to (10) banners
- Website feature + link
- 20 tickets to Noche de Honor y Cultura

Corte de Honor Sponsor

\$15,000

- Recognition as **Corte de Honor Sponsor**
- Logo on marketing materials
- Half-page program ad
- Booth space
- Live mentions
- Up to (5) banners
- Website link
- 10 tickets to Noche de Honor y Cultura

Amigos Sponsor

\$2,500

- Logo recognition
- ¼ page program ad
- (1) banner and Website link
- 4 tickets to Noche de Honor y Cultura

Gran Baile Sponsor

\$10,000

- Logo on marketing materials
- Half-page program ad
- Booth space
- Live mentions
- Up to (3) banners
- Website link
- 8 tickets to Noche de Honor y Cultura

Fiesta Sponsor

\$5,000

- Logo on marketing materials
- ¼ page program ad
- Booth space
- Live mentions
- Up to (2) banners
- Website link
- 6 tickets to Noche de Honor y Cultura

Noche de Honor y Cultura

\$5,000 (1–2 available)

- Title Sponsor of official pre-festival event
- Logo on marketing materials
- Up to (2) banners
- Website link
- Speaking opportunity
- VIP presence
- 20 tickets to event

Luis & Ana Children's Area

\$5,000 (EXCLUSIVE)

- Luis & Ana's Children's Area presented by [Sponsor]
- Logo on marketing materials
- Booth space
- Live mentions
- Up to (3) banners
- Website link

FOR MORE INFORMATION CONTACT:

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