



September 18 & 19

Greater New Orleans Area

SPONSORSHIP CATEGORIES:

Don Quixote Sponsor: \$20,000

- Recognition as the Don Quixote Sponsor of *Que Pasa Fest 2021* and name to appear as "Presenting Sponsor" on all marketing and promotion material.
- Logo inclusion on all print advertising.
- Free ad in September's issue of *Que Pasa Newspaper*.
- Live mentions during the span of the festival.
- 10' x 10' canopy area near main stage at Lafreniere Park.
- The right to display (10) company banners throughout site and recognition at main stage.
- First right of refusal for following year sponsorship.

Sancho Panza Sponsor: \$10,000

- Recognition as the Sancho Panza Sponsor of *Que Pasa Fest 2021*.
- Logo inclusion on all print advertising.
- Free ad in September's issue of *Que Pasa Newspaper*.
- 10' x 10' canopy area at Lafreniere Park.
- Live mentions over the span of the festival.
- The right to display (5) company banners throughout site and recognition at main stage.
- First right of refusal for following year sponsorship.

Gold Sponsorship Level: \$5,000

- The option to display (3) company banners throughout the site.
- Logo inclusion on all print advertising.
- Free ad in September's issue of *Que Pasa Newspaper*.
- 10' x 10' canopy area at Lafreniere Park.
- Live mentions over the span of the festival.

Silver Sponsorship Level: \$3,000

- The option to display (2) company banners throughout the site.
- Logo inclusion on all print advertising.
- Free ad in September's issue of *Que Pasa Newspaper*.
- 10' x 10' canopy area at Lafreniere Park.
- Live mentions over the span of the festival.

Bronze Sponsorship Level: \$2,000

- The option to display (1) company banner throughout the site.
- Logo inclusion on all print advertising.
- Free ad in September's issue of *Que Pasa Newspaper*.

Children's Area/Stage

Sponsorship: \$3,000

- Children's area named for sponsor i.e. "ABC" Children's Area
- Live mentions over the span of the festival on stage.
- Option to display business banners on stage.
- 10' x 10' canopy area at Lafreniere Park.

**Limited booth space available now.
Please call 504.615.9070 for pricing.**

Our sponsorship program is adaptable to meet your needs. No amount is too big or small. We will customize a sponsorship package for you to create a successful partnership. Cervantes is a 501 (c)(3) organization so all sponsorships are tax-deductible.

**For more information contact:
Brenda Melara 504.615.9070 or
Eva Hurst 504.812.2736 or email
QuePasaFest@gmail.com**

QuePasaFest.org





QUE PASA FEST

This year we are celebrating our 10th annual Que Pasa Fest after a year of unfortunate cancellations due to a world pandemic. We are excited and looking forward to once again coming together with our community and supporting all of our local artists that have had many challenges to deal with this past year. What began in 2011, as a simple vision to bring people from all over the metro area together to enjoy and celebrate the beauty and history of our Hispanic heritage, has turned into a fast growing and popular event. We once again hope to meet people's expectations while supporting our artistic family. This free admission family festival is an event like no other uniting people through music, food and dance. The goal is to grow it to be the largest free admission celebration of Hispanic heritage and culture in Louisiana.



WHO AND WHAT

Cervantes Fundación Hispanoamericana de Arte (Cervantes Hispanic-American Arts Foundation), with 501 (c)(3) status together with Hispanic Flavor Productions, presents its annual *Que Pasa Fest 2021* during Hispanic Heritage month by highlighting and recognizing Latino arts and culture. The free admission festival will be held at Lafreniere Park in Metairie, on Saturday and Sunday, September 18 and 19, 2021.



ARTIST LINE-UP AND SCHEDULE

The artist line-up and schedules are still in the development and confirmation stages but will include local artists with the objective of showcasing the local talent and culture and supporting them now more than ever after a year of many challenges. This year will be no different to the caliber of artists that we have had in the past. A complete schedule with artists, dates and times will be released as the festival approaches.

PRESENTERS

Cervantes Fundación Hispanoamericana de Arte was created in 1982 by the late Guillermo De Bango, as a non-profit 501 (c) (3) organization, with the mission to promote modern and classical Hispanic arts and cultural traditions. Cervantes has had a major impact in the community since its creation. The organization was named after Miguel de Cervantes, a Spanish novelist, poet and playwright, who lived during the 16th century.



Hispanic Flavor Productions was created in 2007 with the goal to enhance and enrich the Hispanic culture and traditions by creating diverse events such as festivals, classical music concerts, art exhibits, music conferences, among other events. Some past and present productions by Hispanic Flavor include: Que Pasa New Orleans TV Show; Buena Vista Social at Maison; Que Pasa Fest; Latin Night at Rock n Bowl; New Orleans International Guitar Festival; Mardi Gras Mambo and Que Pasa Nights. In 2017, it launched a bilingual arts, culture and entertainment newspaper, Que Pasa, which is available in digital and hard copy editions.



GOALS AND OBJECTIVES

The city of New Orleans and the Gulf South region continue to evolve and grow, with the Hispanic community almost doubling in size in the last years. Through its determined work ethic, this expanding demographic enhances the city's potential for success in many ways. *Que Pasa Fest 2021's* goals and objectives are:

1. To provide a positive economic impact to the state of Louisiana, through a festival conceived, planned, and produced by the local Hispanic community for all to enjoy in the Greater New Orleans area.
2. To support Hispanic/Latino artists and musicians who are vital contributors to the culture's diversity and heritage of the New Orleans and surrounding areas.
3. To increase education of the Hispanic/Latino culture and heritage by presenting the highest caliber of artists, musicians, and other performers during *Que Pasa Fest* events. This will help reflect the fusion of the Hispanic/Latino culture with other cultures already established in Louisiana.
4. To provide a professional environment and format that stimulates participants to strive for excellence, and encourages students, future artists and participants to listen and learn cooperatively as audience members.
5. To install a sense of pride and accomplishments in the Hispanic community so the legacy of the artists extends to the next generations.

