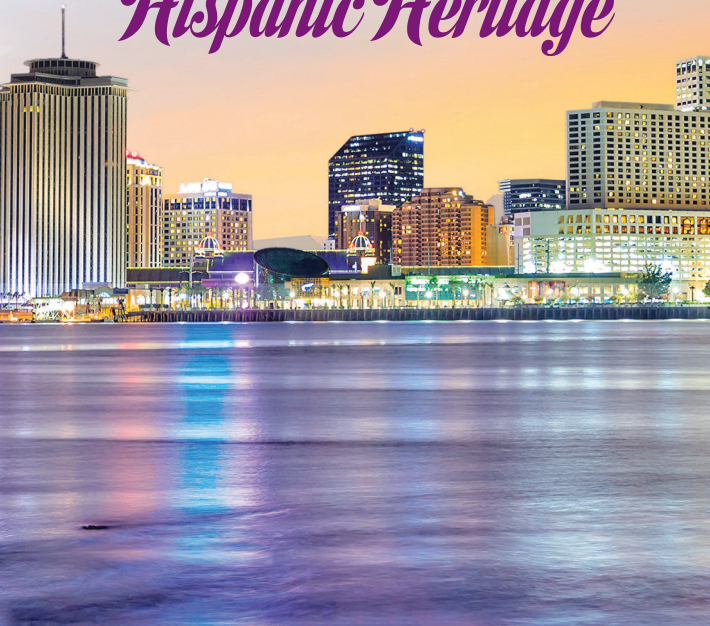




# ¿Qué Pasa?

## Fest 2023

*Celebrating  
Hispanic Heritage*



**October 7 & 8**  
Greater New Orleans Area

## SPONSORSHIP CATEGORIES:

### Presenting Sponsor: \$50,000

- Recognition as the Presenting Sponsor of *Que Pasa Fest 2023* and name/logo to appear as such on all marketing and promotional material.
- Full page ad in September and October issues of *Que Pasa Newspaper*.
- Live mentions during the span of the festival.
- 10' x 10' booth space near main stage at Lafreniere Park.
- The right to display company banners throughout site and at main stage.
- Banner advertisement on festival website with link to sponsor's website.
- First right of refusal for following year sponsorship.
- Access to festival hospitality area.

### Don Quixote Sponsor: \$25,000

- Recognition as the Don Quixote Sponsor of *Que Pasa Fest 2023*.
- Logo inclusion on all print advertising.
- Free full-page ad in October's issue of *Que Pasa Newspaper*.
- Live mentions during the span of the festival.
- 10' x 10' booth space near main stage at Lafreniere Park.
- The right to display (10) company banners throughout site and recognition at main stage.
- Banner advertisement on festival website with link to sponsor's website.
- First right of refusal for following year sponsorship.
- Access to festival hospitality area.

### Sancho Panza Sponsor: \$15,000

- Recognition as the Sancho Panza Sponsor of *Que Pasa Fest 2023*.
- Logo inclusion on all print advertising.
- Free ½ page ad in October's issue of *Que Pasa Newspaper*.
- 10' x 10' booth space 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.
- Sponsor Link on *Que Pasa Fest's* website.
- First right of refusal for following year sponsorship.
- Access to festival hospitality area.

### Gold Sponsorship Level: \$10,000

- The option to display (3) company banners throughout the site.
- Logo inclusion on all print advertising.
- Free ½ page ad in October's issue of *Que Pasa Newspaper*.
- 10' x 10' booth space at Lafreniere Park.
- Live mentions over the span of the festival.
- Sponsor link on *Que Pasa Fest's* website.
- Access to festival hospitality area.

### Silver Sponsorship Level: \$5,000

- The option to display (2) company banners throughout the site.
- Logo inclusion on all print advertising.
- Free ¼ page ad in October's issue of *Que Pasa Newspaper*.
- 10' x 10' booth space at Lafreniere Park.
- Live mentions over the span of the festival.
- Sponsor link on *Que Pasa Fest's* website.
- Access to festival hospitality area.

### Bronze Sponsorship Level: \$2,500

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

### Local Artist/Band Sponsorship: \$2,000

- Your name listed in *Que Pasa Newspaper* as sponsor of local artist/band.
- Your name mentioned as sponsor of artist/band at time of presentation.

\*The entire amount of your sponsorship will go directly to the artist/band. You will be given a list of artists/bands for you to from. Only 10 sponsorships will be available.

**For more information contact:**

**Eva Hurst 504.812.7236; Brenda Melara  
504.615.9070 or email [QuePasaFest@gmail.com](mailto:QuePasaFest@gmail.com).**

***QuePasaFest.org***   





## QUE PASA FEST

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 Latino roots during Hispanic Heritage month, has grown to a highly anticipated and popular event. Que Pasa Fest has gone from 1,000 attendees in its 2011 inaugural year to over 15,000 attendees in 2022! This free admission family festival is an event like no other uniting people through music, food, and dance. The goal continues to be 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 2023* 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, October 7 and 8, 2023.



## ARTIST LINE-UP AND SCHEDULE

The artist line-up and schedules are still in the development and confirmation stages but will include international artists as well as local artists with the objective of showcasing the local talent and culture. Since its first edition, Que Pasa Fest has presented over 100 artists including Grammy award winning and nominated performers Luis Enrique, Descemer Bueno, Los Van Van, James Andrews, and Rockin' Dopsie Jr. This year will be no different to the caliber of artists that will be invited to perform. A complete schedule of artists, dates and times will be released as the festival gets nearer.

## 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 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 Que Pasa, a bilingual arts, culture and entertainment newspaper. Que Pasa 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 few years. Through its determined work ethic, this expanding demographic enhances the city's potential for success in many ways. *Que Pasa Fest 2023'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 a local Hispanic non-profit 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.

