

SPONSORSHIP CATEGORIES:

Presenting Sponsor: \$50,000

- Recognition as the Presenting Sponsor of *Que Pasa Fest 2024* and name/logo to appear as such on all marketing and promotional material.
- Full page ad in September and October's issue of *Que Pasa Newspaper*.
- Live mentions during the span of the festival.
- 10' x 10' booth area 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.

Don Quixote Sponsor: \$25,000

- Recognition as the Don Quixote Sponsor of *Que Pasa Fest 2024*.
- 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 area 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.

Sancho Panza Sponsor: \$15,000

- Recognition as the Sancho Panza Sponsor of *Que Pasa Fest 2024*.
- Logo inclusion on all print advertising.
- Free ½ page ad in October's issue of *Que Pasa Newspaper*.
- 10' x 10' booth 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.
- Sponsor Link on *Que Pasa Fest's* website.

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 area at Lafreniere Park.
- 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.
- Logo inclusion on all print advertising.
- Free ¼ page ad in October's issue of *Que Pasa Newspaper*.
- 10' x 10' booth area at Lafreniere Park.
- 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.
- 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.

Que Pasa Fest Kick-Off Event: \$5,000

- Recognized as sponsor of the Kick-Off celebration.
- Logo inclusion on all advertisements for the event.
- Option to display company banner in the lobby area of theater.
- Sponsor link on *Que Pasa Fest's* website.

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

- Children's Area named as "ABC's Luis & Ana's Children's Area."
- Live mentions over the span of the festival.
- Option to display business banners near Children's Area.
- 10' x 10' booth area at Lafreniere Park.
- Sponsor link on *Que Pasa Fest's* website.

For more information contact:

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QuePasaFest.org



¿Qué Pasa?
Fest 2024

Celebrating
Hispanic Heritage

October 5 & 6

Greater New Orleans Area



QUE PASA FEST

This festival was created in 2011 as a simple vision to bring people from all over the metro area together to enjoy and celebrate Hispanic Heritage month. It has grown from 1,000 attendees in its inaugural year to over 16,000 attendees in 2023! This community festival is a family friendly event like no other uniting people through music, food, and dance. The goal has always been to be the largest celebration of Hispanic heritage and culture in Louisiana.

WHEN AND WHERE

Cervantes Fundación Hispanoamericana de Arte (Cervantes Hispanic-American Arts Foundation), a 501 (c)(3), presents its annual *Que Pasa Fest 2024* on Saturday and Sunday, October 5 and 6, 2024. It will take place in Lafreniere Park, which is located in Jefferson Parish, where the largest Latino population (around 79,000) in Louisiana resides.



ARTISTS AND VENDORS

Que Pasa Fest supports its local performers and features international ones as well. Since 2011, it 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. Vendors are another key factor to the success of the festival. This year there will be over 25 food vendors from a variety of Latin American countries as well as over 75 nonprofits, arts and crafts and business vendors promoting and offering their services to the community as well as selling their goods.

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.



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 2024'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, musicians, and businesses who are vital contributors to the culture's diversity and heritage of the New Orleans and surrounding areas.
3. To increase education and build morale of the Hispanic/Latino culture and heritage.
4. To provide a one stop shop of vendors to attendees so they may receive information about different topics, in Spanish and English, so they may assimilate more easily to their new community.
5. To install a sense of pride and accomplishments in the Hispanic community so the legacy of the rich Latino culture extends to the next generations.