



Dia de Los Reyes

CELEBRATING THE HISPANIC TRADITION OF THREE KINGS DAY

PRESENTED BY

gulf coast
TOWN CENTER

LEADING *Latina*
INC.

2024 SPONSORSHIP KIT

IN PARTNERSHIP WITH
OUR LOCAL HEROES



WWW.LEADINGLATINASWFL.COM/DIA-DE-LOS-REYES-FESTIVAL

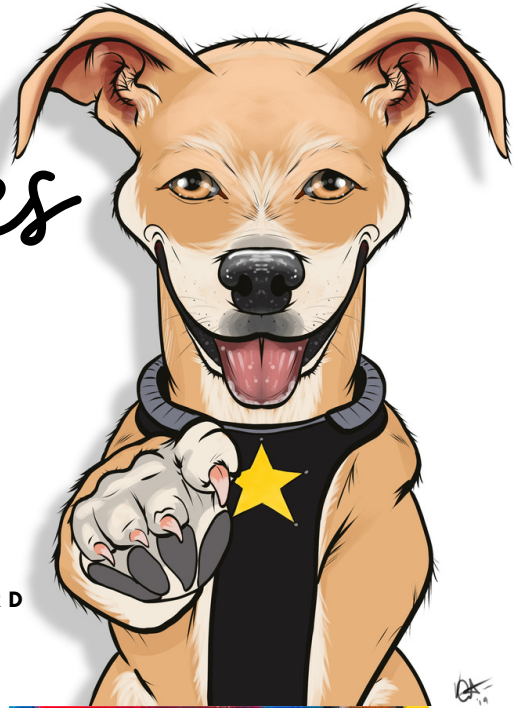
Dia de Los Reyes

SAT. JANUARY 6TH
2024

OPEN TO THE PUBLIC | FREE ENTRY

TIME | 1:00PM - 4:00PM

LOCATION: GULF COAST TOWN CENTER @ THE COURTYARD



FEATURING OUR
LOCAL HEROES



- LEE COUNTY SHERIFF
CARMINE MARCENO
- DEPUTY DOG CHANCE
- LEE COUNTY DIGNITARIES

Dia de Los Reyes

CELEBRATING THE HISPANIC TRADITION OF THREE KINGS DAY



Dia de Los Reyes Overview

Dia de Los Reyes is an outdoor family festival that will feature our local municipal heroes. Dia de Los Reyes will also include food, domino tournament, cigar rolling demonstration, and interactive Hispanic Cultural activities and entertainment throughout the festival.



Featured Activities

- MEET OUR LOCAL HEROS
- DOMINO TOURNAMENT
- CIGAR ROLLING DEMONSTRATION
- MEET THE 3 KINGS
- KIDS ACTIVITIES
- LIVE ENTERTAINMENT
- DJ
- VENDORS TENTS
- ...AND A SPECIAL 3 KINGS DAY GIFT FOR THE FIRST 50 CHILDREN!

**SAT. JANUARY 6TH
2024**

TIME | 1:00PM - 4:00PM

LOCATION: GULF COAST CENTER @ THE COURTYARD

- RAFFLES THROUGHOUT THE FESTIVAL
- DANCE PERFORMANCES FROM LOCAL DANCE GROUPS
- DISPLAYS FROM OUR LOCAL HEROES
- PHOTO OPPORTUNITY WITH DEPUTY CHANCE
- ...FUN FOR THE ENTIRE FAMILY!



Dia de Los Reyes

Marketing Dia de Los Reyes

Dia de Los Reyes sponsors have the benefit of inclusion in our robust marketing program that reaches thousands of residents and visitors over a **six-month promotional period**.

Our marketing program uses a variety of channels to attract several audiences:

- Residents of Lee County
- Patrons of arts and cultural events
- Music and dance lovers
- Tourists and visitors to Lee County
- Families looking for free entertainment

Marketing programs for **Dia de Los Reyes** begin in July and ramp up with most of the advertising push at the end of the year November/December.

COLLATERAL

- 50 FREE Children Festival Themed Coloring Books
- Volunteer T-Shirts

PRINT + DIGITAL ADVERTISING

- Social Media channels for Gulf Coast Town Center, Leading Latina, and Lee County Sheriff's Office Animal Cruelty Task Force
- Website advertising through Gulf Coast Town Center, and Leading Latina
- Local Media Press Release

BROADCAST ADVERTISING

- Playa 98.1
- B103.9
- 105.5 The Beat
- iHeart Radio

OUTDOOR ADVERTISING

- Event signage throughout Gulf Coast Town Center
- Digital billboard near downtown Cape Coral
- Event banner at the Gulf Coast Town Center Courtyard

SPONSORSHIP OPPORTUNITIES

Co-Presenting Sponsorship

BENEFITS INCLUDE:

- 1-year recognition as the Leading Latina Signature Sponsor
- The event named and presented by Co-Presenting Sponsor
- 2 (10'X10') spaces at the event
- 2 Spring Scholarship Sponsorship Recognitions (\$2,000 Value)
- 1 Bay Sponsorship for six people at the 2nd Annual Golfing Fore Future Leaders Event at Topgolf (April 2024 - \$650 Value)
- Company banner to be hung on stage (provided by sponsor)
- Company name/logo in event advertising (TV, Radio, Website, Social Media, and Print)
- Company logo on promotional items (Electronic Fliers, Volunteer Shirts, Sponsor Banner at event entrance, and on 50 Children Sponsored Gifts)
- Plaque presented on the main stage during the event
- 3 opportunities to address the public at the event
- Stage recognition throughout the event
- Company banner with a link on the Leading Latina website for 1 full year
- Giveaways allowance from the main stage

Cost: - \$8,500.00 (1 available)



Dia de Los Reyes

SPONSORSHIP OPPORTUNITIES

Corporate Sponsorship

BENEFITS INCLUDE:

- 1-year recognition as the Leading Latina Corporate Sponsor
- 2 (10'X10') spaces at the event
- 1 Spring Scholarship Sponsorship Recognition (\$1,000 Value)
- 1 Bay Sponsorship for six people at the 2nd Annual Golfing Fore Future Leaders Event at Topgolf (April 2024 - \$650 Value)
- Company banner to be hung at the festival - location TBD (provided by sponsor)
- Company name or logo in event advertising (TV, Radio, Website, Social Media, and Print)
- Company logo on promotional pieces (Electronic Fliers, Volunteer Shirts, Sponsor Banner at event entrance)
- Plaque presented on stage at the event
- 2 Opportunities to address the public at the event
- Stage recognition throughout the event
- Company banner with a link on the Leading Latina website for six months

Cost: - \$5,000.00

SPONSORSHIP OPPORTUNITIES

Gold Sponsorship

BENEFITS INCLUDE:

- 1-year recognition as the Leading Latina Gold Sponsor
- 1 (10'X10') space at the event
- 1 Spring Scholarship Sponsorship Recognition (\$1,000 Value)
- Company logo in print and online event advertising
- Company logo on promotional pieces (Electronic Fliers, Volunteer Shirts, Sponsor Banner at event entrance)
- Plaque presented on stage at the event
- 1 Opportunity to address the public at the event
- Stage recognition throughout the event
- Company banner with a link on the Leading Latina website for six months

Cost: - \$2,500.00



Dia de Los Reyes

SPONSORSHIP OPPORTUNITIES

Silver Sponsorship

BENEFITS INCLUDE:

- 1 (10'X10') space at the event
- 1 Spring Scholarship Sponsorship Recognition (\$1,000 Value)
- Company logo in print and online event advertising
- Company logo on promotional pieces (Electronic Fliers, Volunteer Shirts)
- Stage recognition throughout the event

Cost: - \$1,500.00



SPONSORSHIP OPPORTUNITIES

Section Sponsorship

BENEFITS INCLUDE:

- Company logo in print and online event advertising
- Company logo on Volunteer Shirts
- 2 free event t-shirts
- Stage recognition throughout the event
- 1 Player Admission to the 2nd Annual Golfing Fore Future Leaders Event at Topgolf (April 2024 - \$100 Value)

Cost: - \$500.00

T-Shirt Sponsorship

BENEFITS INCLUDE:

- Company logo on Volunteer Shirts
- Company logo on social media
- 1 free t-shirt
- Stage recognition during the event

Cost: - \$250.00



Dia de Los Reyes

2024 Commitment Deadlines

Early Deadline: September 15, 2023

Late Deadline: December 15, 2023

We are excited to customize the right sponsorship program to reach your audience and reinforce your brand initiatives.

The **Dia de Los Reyes** is a Hispanic tradition that reflects the heart and soul of the Hispanic community.

We look forward to working with you in 2024!

FOR MORE INFORMATION, CONTACT:

Vanessa Chaviano, Founder/President

Leading Latina, Inc.

(239) 462-2442

info@leadinglatinaswfl.com



SPONSORSHIP AGREEMENT

Submit this form with payment to: Leading Latina at 1639 Cape Coral Pkwy E, Ste 207, Cape Coral, FL 33904.

ADVERTISING AGREEMENT FOR EVENT _____
LEADING LATINA (PUBLISHER) _____ DATE _____
COMPANY NAME (SPONSOR) _____
ADDRESS _____ CITY _____ ZIP CODE _____
TELEPHONE _____ EMAIL _____

THE FOLLOWING SPONSORSHIP IS REQUESTED. (Please Check) indicate your level of interest:

___ Co-Presenting Sponsor - \$8,500 ___ Corporate Sponsor- \$5,000 ___ Gold Sponsor- \$2,500
___ Silver Sponsor- \$1,500 ___ Section Sponsor - \$500 ___ T-Shirt Sponsor \$250

Credit Card Payment: Visa Mastercard AMEX Check Other _____

Card # _____ Exp: _____ Billing
Address _____ City/State/Zip _____
Card Holder Name _____ Card Holder Signature _____

GENERAL TERMS AND CONDITIONS: All Sponsorship Agreements are subject to the Leading Latina (herein referred to as the Publisher) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and that this Agreement is subject to all such terms which are expressly made a part of this Agreement. Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Publisher, and must be received on or before the Sponsorship Closing Date for the applicable event/program The Closing date for any event/program is 30 calendar days before the scheduled date at 5pm EST. The Publisher will schedule, run, and invoice all contracts in possession on the advertising closing date of a scheduled event/program.

THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE PUBLISHER. Sponsors are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter. The advertiser/sponsor agrees to indemnify and hold harmless Publisher with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

Accepted this _____ day of _____, 20____

Advertiser:

Leading Latina:

Authorized Signature

Representative Signature

Sponsor/Advertiser's Name (please print)

Representative Name (print)

