

Noche de

CARNAVAL

A SWFL HISPANIC EXPO & FESTIVAL

SPONSORSHIP KIT

09

SEPTEMBER - 2023

HAMMOND
STADIUM
6:00 P.M.

IN PARTNERSHIP WITH:



PROCEEDS FROM THIS EVENT WILL GO TO THE NONPROFIT LEADING LATINA FOR LOCAL PROGRAMS & SCHOLARSHIP OPPORTUNITIES.

LEADING *Latina*
INC.

FOR MORE INFORMATION VISIT WWW.LEADINGLATINASWFL.COM/NOCHE-DE-CARNAVAL

About Noche de Carnaval

Noche de Carnaval is an outdoor family event hosted at Hammond Stadium showcasing Hispanic culture, music, and dance. Noche de Carnaval will also include local businesses and nonprofit organizations.



About



The purpose of Leading Latina is to create resources for advancement and provide scholarship opportunities for high school students throughout Southwest Florida.

Leading Latina is a non-formal and cooperative educational resource organized to advance and promote the personal/professional growth and leadership of its members and women within the Hispanic community.

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Marketing Noche de Carnaval

Noche de Carnaval sponsors have the benefit of inclusion in our robust marketing program that reaches thousands of residents and visitors over a **two-month promotional period**.

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

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

Marketing programs for **Noche de Carnaval** begin in July and ramps up with the majority of the advertising push at the end of August.

PRINT + DIGITAL ADVERTISING

- Social Media channels for The Mighty Mussels and Leading Latina.
- Website advertising through The Mighty Mussels and Leading Latina.
- Two local Media Press Releases
- The event shared in the Cape Coral Chamber of Commerce Newsletter and website

COLLATERAL

- Event branded T-Shirts

OUTDOOR ADVERTISING

- Banner display at Hammond Stadium
- Digital billboard in the stadium
- Signage throughout the event

Sponsorship Opportunities

Co-Presenting Sponsorship

EVENT BENEFITS INCLUDE:

- 1-year recognition as the Leading Latina Signature Sponsor
- The event named and presented by Co-Presenting Sponsor
- 1 Party Suite for 14 people to watch the game
- 1 table space at the event
- Company banner to be hung at the event- location TBD (provided by sponsor)
- Company name/logo in event advertising and promotional collateral (Website, Social Media, Event Branded T-Shirts, Sponsor Banner at event entrance)
- Plaque presented on the field before the game
- 5th inning opportunity for digital signage at the event
- Company banner with a link on the Leading Latina website for 1 full year

FUTURE EVENT BENEFITS:

- 1 (10'X10') tent space at the 5th Annual Dia de Los Reyes Festival at Gulf Coast Town Center on January 6, 2024
- 2 Spring Scholarship Sponsorship Recognition (\$2,000 Value)
- 1 Bay Sponsorship for six people at the 2nd Annual Golfing Fore Future Leaders Event at Topgolf (April 2024 - \$650 Value)

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

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Sponsorship Opportunities

Corporate Sponsorship

BENEFITS INCLUDE:

- 1-year recognition as the Leading Latina Corporate Sponsor
- 1 Party Suite for 14 people to watch the game
- 1 table space at the event
- Company banner to be hung at the event- location TBD (provided by sponsor)
- Company name or logo in event advertising (Website, Social Media, and Print)
- Company logo on promotional pieces (Electronic Fliers, Event Branded T-Shirts, Sponsor Banner at event entrance)
- Plaque presented on the field before the game
- 5th inning opportunity for digital signage at the event
- Company banner with a link on the Leading Latina website for 1 full year

FUTURE EVENT BENEFITS:

- 2 (10'X10') tent space at the 5th Annual Dia de Los Reyes Festival at Gulf Coast Town Center on January 6, 2024
- 1 Spring Scholarship Sponsorship Recognition (\$1,000 Value)
- 2 Player Admissions to the 2nd Annual Golfing Fore Future Leaders Event at Topgolf (April 2024 - \$200 Value)

Cost: - \$5,000.00 (1 available)

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Sponsorship Opportunities

Gold Sponsorship

BENEFITS INCLUDE:

- 1-year recognition as the Leading Latina Gold Sponsor
- 8 Game Day tickets
- 1 table space at the event
- Company logo in print and online event advertising
- Company logo on promotional pieces (Electronic Fliers, Event Branded T-Shirts, Sponsor Banner at event entrance)
- 5th inning opportunity for digital signage at the event
- Company banner with a link on the Leading Latina website for 6 months

FUTURE EVENT BENEFITS:

- 1 (10'X10') tent space at the 5th Annual Dia de Los Reyes Festival at Gulf Coast Town Center on January 6, 2024
- 2 Player Admissions to the 2nd Annual Golfing Fore Future Leaders Event at Topgolf (April 2024 - \$200 Value)

Cost: - \$2,500.00

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Sponsorship Opportunities

Silver Sponsorship

BENEFITS INCLUDE:

- 1 table space at the event
- 6 Game Day tickets
- Company logo in print and online event advertising
- Company logo on promotional pieces (Electronic Fliers, and Event Branded T-Shirt)

FUTURE EVENT BENEFITS:

- 1 (10'X10') tent space at the 5th Annual Dia de Los Reyes Festival at Gulf Coast Town Center on January 6, 2024

Cost: - \$1,000.00 (3 available)



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Sponsorship Opportunities

Domino Area Sponsorship

BENEFITS INCLUDE:

- 4 Game Day tickets
- Sponsored by sign at the Domino table area
- Company logo in print and online event advertising
- Company logo on Event Branded T-shirts
- 2 free Event Branded T-shirts

Cost: - \$500.00 (3 available)

T-Shirt Sponsorship

BENEFITS INCLUDE:

- 2 Game Day tickets
- Company logo on Event Branded T-shirts
- Company logo on social media
- 1 free Event Branded T-shirt

Cost: - \$250.00

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2023 Commitment Deadlines

Early Deadline: July 14, 2023

Late Deadline: August 31, 2023

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

The **Noche de Carnaval** is our approach to bringing the MiLB Copa to SWFL.

We look forward to working with you in 2023!

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- \$1,000 ___ 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)

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About



The purpose of Leading Latina is to create resources for academic advancement and provide scholarship opportunities for high school and post-graduate students throughout Southwest Florida.

Leading Latina is a 501c3 nonprofit organization that provides formal and cooperative educational resources to advance and promote personal/professional growth and leadership to all students throughout Southwest Florida - with a focus on providing additional opportunities for women in the Hispanic community.



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