

Noche de

# CARNAVAL

A SWFL HISPANIC EXPO & FESTIVAL

## SPONSORSHIP KIT



# 10

SEPTEMBER - 2022

HAMMOND  
STADIUM

7:00 P.M.

IN PARTNERSHIP WITH:



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



FOR MORE INFORMATION VISIT [WWW.LEADINGLATINASWFL.COM/NOCHE-DE-CARNAVAL](http://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

### BENEFITS INCLUDE:

- 1-year recognition as the Leading Latina Signature Sponsor
- The event named and presented by the sponsor
- 1 Party Suite for 28 people
- 2 table spaces at the event and the Dia de Los Reyes Festival at Gulf Coast Town Center in January
- Company banner to be hung at the stadium (provided by sponsor)
- Company name/logo in event advertising (Website, Social Media, and Print)
- Company logo on promotional items (Electronic Fliers, Event Branded T-Shirts, and 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

Cost: - \$7,500.00 (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
- 1 table space at the event and the Dia de Los Reyes Festival at Gulf Coast Town Center in January
- 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

Cost: - \$5,000.00 (2 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 and the Dia de Los Reyes Festival at Gulf Coast Town Center in January
- 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 Leading Latina website for 6 months

Cost: - \$2,500.00 (2 available)



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LEADING *Latina*  
INC.

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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)

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)

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## 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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## **2022 Commitment Deadlines**

Early Deadline: July 15, 2022

Late Deadline: August 31, 2022

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 2022!

### **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 - \$7,500      \_\_\_ 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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