



We are a folkloric Comparsa with the mission of “preserving Colombian heritage, culture and folklore in San Francisco and the Bay Area.” Since 2014, we have been showcasing different folkloric rhythms from the Caribbean region of Colombia, especially la Cumbia, a rhythm that was declared Intangible Cultural Heritage of all Colombians.

Every year, we participate in Carnaval San Francisco, the largest and longest running multicultural celebration on the West Coast, which draws around 400,000 annual attendees. For this year Grand Parade, scheduled to take place on May 25<sup>th</sup>, 2025, we invite you to be part of La Cumbiamba Colombiana family as a sponsor to help us keep our mission alive! This will also be an excellent opportunity to market and promote your business, not only during the Carnaval festivities, but also throughout our events and our social media platforms.

**We could not do what we do without the sponsorship and support of patrons and businesses like yours!** Sponsorship brings added attractions to our participation and helps fund floats, music, fees, insurance, and rentals, among other expenses. Your pledge will support our operations this year and into the future.

Depending on your sponsorship level, your business will be prominently featured in all sponsored event-related promotional materials, including online (social media, email newsletter, website), print advertising (posters, brochures, postcards, business directory), and recognition during our live events. We are listing below the Sponsorship Levels available and the incentives your company and/or business will receive should you decide to become one of our sponsors. We accept monetary donations as well as in-kind donations (in the same exchange value) of goods or services.

SPONSOR BENEFITS	SPONSORSHIP LEVELS			
	PLATINUM SPONSOR \$600	GOLD SPONSOR \$350	SILVER SPONSOR \$250	BRONZE SPONSOR \$150
Company logo, name and information included in our website from the month of sponsorship and through December 2025.				
Company name, logo and business information in our printed business directory to be distributed among attendees of the Carnaval San Francisco Grand Parade.				
Two social media shout outs in our multiple social media platforms (Facebook, Instagram, and X-former Twitter) from the month of sponsorship through May 2025.				
Company logo on our parade banner which will drive positive media attention from Grand Parade Telecast and Grand Parade attendees.				
Several live mentions at our rehearsals and events in 2025.				
Two complimentary tickets to attend one of our events in 2025.				

If you would like to become a sponsor, contact us at [info@lacumbiambacolombiana.com](mailto:info@lacumbiambacolombiana.com) for additional information and to receive the sponsorship form. We accept donations through Zelle, Venmo, checks, and cash. La Cumbiamba Colombiana is a 501 (c)(3) non-profit organization; therefore, your sponsorship can be tax-deductible.

With Gratitude,  
La Cumbiamba Colombiana

