



# Small Business Sponsorship Opportunities and Guidelines

## Who we are

La Cumbiamba Colombiana is a non-profit folkloric group established in 2014 with the mission of preserving Colombian heritage, culture and folklore in San Francisco and the Bay area. Best known for showcasing the traditional Colombian Cumbia, rhythm that was declared Intangible Cultural Heritage of all Colombians, we proudly represent empowerment, resilience and freedom through our dances.

This year's theme for the San Francisco Carnaval is "La Copa del Pueblo" — the People's Cup — celebrating unity, pride, and the excitement surrounding the 2026 World Cup. As a comparsa, we are honored to once again bring to life the energy of La Cumbia — a rhythm that flows through our veins and connects us to the heart of Colombia.

La Cumbia is more than just music and dance; it is the heartbeat of our heritage — a living expression of our history, our diversity, and our joy. Through every step, drumbeat, and swirl of color, we celebrate the stories of Colombian immigrants who have brought their traditions, dreams, and love for community to the San Francisco Bay Area. San Francisco Carnaval gives us the opportunity to share our culture with the world — to uplift the joyful resilience of our people, to honor those who came before us, and to inspire the next generation to dance proudly in their heritage.

As we join this year's "Copa del Pueblo" celebration, we carry with us the spirit of unity that defines both San Francisco Carnaval and Colombia — the belief that joy can be an act of resilience, that culture can build bridges, and that every rhythm has the power to bring communities together. Through our music and movement, we invite everyone to feel the pulse of La Cumbia and celebrate the vibrant contributions of Colombian immigrants who continue to enrich the cultural mosaic of the San Francisco Bay Area.

You can follow La Cumbiamba Colombiana on Instagram and Facebook to follow our journey throughout the 2026 season.



# Sponsorship Levels

For the past twelve years, we have been deeply blessed for the continued support and encouragement our community has shown us. Thanks to this collective spirit, La Cumbiamba Colombiana has had the honor of sharing the vibrant rhythms, colors, and traditions of Colombia with audiences throughout the Bay Area.

Each year, Carnaval San Francisco brings together more than 300,000 people from diverse backgrounds and nationalities — a true celebration of culture, unity, and joy. Our participation in this incredible event would not be possible without the partnership and generosity of local companies and businesses like yours, who believe in the power of culture to connect and uplift communities.

As we prepare to join the 2026 Carnaval San Francisco Grand Parade — themed “La Copa del Pueblo” — we warmly invite you to explore our Small Business and Individual Sponsorship Opportunities, which outline the meaningful ways your business can partner with us — as well as the benefits you will receive in recognition of your support. We look forward to the opportunity to speak with you soon and to welcome you into our family of supporters.

## **\$700 – Platinum Small Business Sponsor**

- Company logo, name and business information included in our website from the month of sponsorship and through December 2026.
- Company logo, name and business information in our printed materials to be distributed at La Cumbiamba Colombiana organized events through December 2026.
- Three (3) social media shout outs in any of our multiple social media platforms (Facebook, Instagram, and X-former Twitter) from the month of sponsorship through June 2026.
- 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 2026.
- Free entrance for two (2) people at any of our organized events in 2026.

## **\$400 – Gold Small Business Sponsor**

- Company logo, name and business information included in our website from the month of sponsorship and through December 2026.
- Company logo, name and business information in our printed materials to be distributed at La Cumbiamba Colombiana organized events through December 2026.
- Two (2) social media shout outs in any of our multiple social media platforms (Facebook, Instagram, and X-former Twitter) from the month of sponsorship through June 2026.

## **\$300 – Silver Small Business Sponsor**

- Company logo, name and business information included in our website from the month of sponsorship and through December 2026.
- Company logo, name and business information in our printed materials to be distributed at La Cumbiamba Colombiana organized events through December 2026.
- One (1) social media shout out in any of our multiple social media platforms (Facebook, Instagram, and X-former Twitter) from the month of sponsorship through June 2026.

## **\$200 – Bronze Small Business Sponsor**

- Company logo, name and information included in our website from the month of sponsorship and through December 2026.
- Company name, logo and business information in our printed materials to be distributed at La Cumbiamba Colombiana events through December 2026.





If you would like to become a small business sponsor, contact us via email at [info@lacumbiambacolombiana.com](mailto:info@lacumbiambacolombiana.com) for additional information and to speak with one of our volunteer team members. We accept donation payments through Zelle, Venmo, checks, and cash.

La Cumbiamba Colombiana is a 501 (c)(3) non-profit; therefore, your sponsorship can be tax-deductible.

\*We also accept in-kind donations for goods and services.

