



# Celebrate

## Hispanic Heritage Month

September 15 - October 15



Music & Dancing . Local Latin Flavors . Family Fun

IN PARTNERSHIP WITH



# Sponsorship Packet



## Dear Neighbor -- "Querido Vecino,"

On behalf of the Hispanic Heritage Month Committee of the City of North Miami, we welcome you with a heartfelt "**¡Bienvenidos!**" to the sights, sounds and flavors of the festivities we have planned for Hispanic Heritage Month in 2016. We will observe the month with cultural activities, and invite you to celebrate with us as a participating Sponsor or Vendor at our events. This year, we celebrate the national theme of Hispanic Heritage as "**Honoring our Heritage, Building our Future!**"

Our signature event is the "**3<sup>rd</sup> Annual – La Gran Fiesta,**" an outdoor concert performance in downtown North Miami taking place on **Saturday, September 24<sup>th</sup>**. For vendor and sponsorship opportunities, please see attached sponsorship package see the attached application. We would love to have you become a **Patrocinador** (Sponsor) of any one of these amazing celebrations and take advantage of the promotion of market services throughout the month. See past festive experiences of La Gran Fiesta in North Miami by visiting the links below.

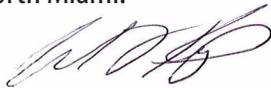
For additional information on how these events can benefit your business or organization please contact us. You can reach out to any one of our Hispanic Month committee members:

**Rosa Henriquez, Chair 786-873-6542 [rhenriquez@northmiamifl.gov](mailto:rhenriquez@northmiamifl.gov)**

**Andrea A. Ramos, Co-Chair 305-502-3554 [aramos@northmiamifl.gov](mailto:aramos@northmiamifl.gov)**

**Lucia Gonzalez, Co-Chair 305-895-9802 [lgonzalez@northmiamifl.gov](mailto:lgonzalez@northmiamifl.gov)**

We have included a form for your convenience to assist you in formalizing your role as a 2016 North Miami Hispanic Heritage **Patrocinador**. Thank you for your interest in participating in our cultural celebrations in the City of North Miami.



Carol F. Keys, Esq.  
City of North Miami Councilwoman - District 2  
Honorary Chair for the North Miami Hispanic Heritage Committee 2016

### Quick Links:

#### 2015 La Gran Fiesta

Over 2,000 patrons

Commemorative artwork from local artist Rafael Lopez-Ramos

Media Partner: Mega 94.9 / I-Heart Radio

Host: Melissa of Mega Radio

[2015 La Gran Fiesta Video Footage](#)

[2015 La Gran Fiesta Video Promo](#)

#### 2014 La Gran Fiesta

Over 1,000 patrons

Commemorative artwork from local artist Sergio Payares

[2014 La Gran Fiesta Video Footage](#)

[2014 La Gran Fiesta Video Promo 1](#)

[2014 La Gran Fiesta Video Promo 2](#)

[Featured on CBS 4 Miami "Top Ways To Celebrate Hispanic Heritage Month In South Florida"](#)

Back by Popular Demand...  
**Grammy Award Winner,  
Marlow Rosado y La Riqueña**





**\*Exclusive to Level**  
**Deadline: Monday, September 12, 2016**  
**Full color and one color vector file of company logo required by deadline.**  
**IN-KIND SPONSORSHIP DONATION OF SERVICES ARE WELCOMED**

**“Salsa Dancing” Sponsor \$5,000 + (monetary or in-kind)**

- Company logo featured with premium placement for advertising La Gran Fiesta on North Miami’s cable channel, NoMiTV77, Univision 23 Noticias Commercial and Island TV commercial
- Radio promotional spots will include a combination of mainstream, Haitian and Hispanic media coverage – (depending upon the event) done two consecutive weeks prior to event
- Premium company logo placement on all event posters, flyers (10,000 prints) and digital promotions on City’s social media accounts
- Premium company logo placement on signage displayed throughout La Gran Fiesta
- Premium company logo placement and title sponsorship on all press releases that are generated for the event (print and broadcast media) as well as stage banner recognition at La Gran Fiesta
- Multiple announcements and interviews on Mainstage area throughout each event
- Back stage access for Meet and Greet with headliner and main performers
- Premium Tent (10’x10’) for sponsor with display banner will be provided (Sponsor must provide staffing and giveaways for tent)
- Premium Company logo placement on La Gran Fiesta event t-shirts (worn by over 150 staff and volunteers); 10 shirts made available for sponsors
- \* Twitter: 8 dedicated posts
- \* Facebook: 8 dedicated posts
- \* Instagram: 8 dedicated posts
- + Merengue Sponsor Level

**“Merengue Dancing” Sponsor \$2,500 + (monetary or in-kind)**

- Radio promotional spots will include a combination of mainstream, Hispanic and Haitian media coverage (depending upon the event) done two consecutive weeks prior to event
- Tent (10’x10’) provided for sponsor (Sponsor must provide staffing, banners and giveaways for tent)
- \* Company logo placement on La Gran Fiesta event t-shirts (worn by over 150 staff and volunteers); 5 shirts made available for sponsor
- \* Twitter: 5 dedicated posts
- \* Facebook: 5 dedicated posts
- \* Instagram: 5 dedicated posts
- + Cumbia Sponsor Level

**“Cumbia” Sponsor \$1,000 + (monetary or in-kind)**

- Company logo will be included on all print and digital promotions of La Gran Fiesta and on City’s social media accounts (Over 5,000 people reached per event)
- Sponsor recognition award at La Gran Fiesta
- Multiple announcements on Mainstage area at La Gran Fiesta
- Company logo placement on La Gran Fiesta event t-shirts (worn by over 150 staff and volunteers); 2 Shirts made available for sponsors
- + “Amigos” Sponsor Level

**“Amigos” Sponsor \$500 + (monetary or in-kind)**

- Company logo will be included on stage recognition at La Gran Fiesta
- Announcements on mainstage area at La Gran Fiesta



**SPONSOR PARTICIPATION FORM – “La Gran Fiesta” – Saturday, September 24<sup>th</sup>, 2016**

SPONSOR / CORPORATION NAME: \_\_\_\_\_

TYPE OF ORGANIZATION / SERVICES PROVIDED: \_\_\_\_\_

CONTACT PERSON / TITLE: \_\_\_\_\_

BUSINESS TELEPHONE: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

**SPONSORSHIP “DANCING” LEVELS SELECTED:**

**SALSA: \$5,000** \_\_\_\_\_ **MERENGUE: \$2,500** \_\_\_\_\_ **CUMBIA: \$1,000** \_\_\_\_\_ **AMIGOS: \$500** \_\_\_\_\_

How would you like to provide this level of support?

Monetary: \_\_\_\_\_ In-Kind Service or Product: \_\_\_\_\_ (Value: \_\_\_\_\_)

Combination of both: \_\_\_\_\_ (Provide breakdown of each).

\_\_\_\_\_  
\_\_\_\_\_

TAX ID #: \_\_\_\_\_

**City of North Miami – Demographic overview:**

The City of North Miami is centrally located between Miami and Ft. Lauderdale, with the Northeast section of Miami-Dade County. Approximately 10 square miles in area, the city is host to a population of over 60,000 residents. The city is composed of diverse ethnic groups, of which, just over 25% (15,800) identified themselves as Hispanic or Latino in the 2010 Census. As a *Patroncinador* of the 2016 North Miami Hispanic Heritage Month festivities, you will reach this diverse population as well as others within our region.

**Expected attendance:**

- La Gran Fiesta: 2500+ attendees

**Advertising & Media:**

The City of North Miami will utilize our traditional methods of communication to promote the events to our residents, including promotion and coverage on our television station, NoMiTV-77, available to local Comcast cable subscribers, as well as on the City’s unique webpage, [northmiamifl.gov/celebrate](http://northmiamifl.gov/celebrate), flyers, digital newsletters, press/media releases, social media applications, digital newsletters, event announcements, etc.

**Sponsorship Opportunities Contact:**

Return completed PDF form by email to Andrea A. Ramos at [aramos@northmiamifl.gov](mailto:aramos@northmiamifl.gov) or call us for additional information call direct at 305-895-9840, ext. 12227 or 305-502-3554.