

La Fiesta

FRIDAY, MAY 5 | 6:30 PM

The Hispanic Alliance invites you to Save the Date for our highly anticipated annual celebration of Latin cultures and trailblazing leaders who are building a more inclusive Upstate.

You and your guests will be immersed in a world of Latin music, dance, and flavors featuring fine cuisine and wines from Latin America & Spain.



Padrino (Presenting Sponsor)

\$20,000

- Opening Remarks at La Fiesta
- Pre-event Social Media & Email Marketing Recognition, including Paid Digital Campaign with 100,000 impressions guaranteed + Full Page Ad in TOWN Magazine
- Pre-event Digital Marketing Recognition on Hispanic Alliance social media & e-mail, potential reach of 12,500
- Day of Event Marketing Recognition efforts in English & Spanish
- Linked Logo on LaFiestaGVL.com, HispanicAllianceSC.com
- Logo included in 2023 Annual Report
- VIP Table for 8 with access to private reception
- Top Billing as official sponsor of Hispanic Heritage Month 2023
- Linked logo on HispanicHeritageMonth.com

Benefactor (Award Presenter & HHM Sponsor)

\$15,000

- Special feature during event program as Award Presenter
- Pre-event Social Media & Email Marketing Recognition, including Paid Digital Campaign with 100,000 impressions guaranteed + Full Page Ad in TOWN Magazine
- Pre-event Digital Marketing Recognition on Hispanic Alliance social media and e-mail, potential reach of 12,500
- Day of Event Marketing Recognition efforts in English & Spanish
- Linked Logo on LaFiestaGVL.com & HispanicAllianceSC.com
- Logo included in 2023 Annual Report
- VIP Table for 8 with access to private reception
- Top Billing as official sponsor of Hispanic Heritage Month 2023
- Linked logo on HispanicHeritageMonth.com

Líder (Award Presenter)

\$10,000

- Special feature during event program as Award Presenter
- Pre-event Digital Marketing Recognition on Hispanic Alliance social media and e-mail, potential reach of 12,500
- Linked Logo on LaFiestaGVL.com & HispanicAllianceSC.com
- Logo highlighted in 2023 Annual Report
- VIP Table for 8 with access to private reception

Socio (Partner)

\$5,000

- Acknowledgement from the podium during the event
- Pre-event Marketing Recognition on Hispanic Alliance social media, potential reach of 7,800
- Linked Logo on LaFiestaGVL.com
- Logo highlighted in 2023 Annual Report
- Table for 8 with Preferred Seating

Anfitrión (Host)

\$2,500

- Recognition as "Anfitrión Sponsor" on limited pre-event and on-site marketing efforts (website, invitation, program, etc.)
- Logo highlighted in 2023 Annual Report
- Table for 8 and recognition on event signage

Deadline for inclusion on printed materials:

Invitations: March 24 | Programs: April 25

Padrino & Benefactor Additional Benefits:

Full Page Ad in
TOWN
Magazine



HISPANIC
HERITAGE MONTH
Sept 15 - Oct 15

- Official Sponsor of Hispanic Heritage Month (HHM) 2023
- HHM Opening Night Presenter
- Recognition on official website and all marketing efforts
- Inclusion in HHM press release

For sponsorship inquiries,
please contact:

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