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PRESENTS

FESTIVAL LATINO



SEPTEMBER 19, 2021

TOP REASON TO SPONSOR

Your brand will be part of a local Latinx legacy.

This year is challenging for so many in our community – and the small, locally owned businesses and local artists and vendors are suffering the most. Your support not only sends a message of hope and solidarity, but truly supports the resiliency of the Monument community in Concord.

Your sponsorship will support The Unity Council.

The Unity Council is a non-profit Social Equity Development Corporation with a 50-year history in Oakland and Concord. Our mission is to promote social equity and improve quality of life by building vibrant communities where everyone can work, learn, and thrive.

Our programs aim to provide the community with the tools, knowledge, and resources to transform their lives and ultimately achieve their long-term educational, career, and financial goals. These holistic programs and services reach more than 8,000 individuals and families annually in five languages.

ABOUT THE FESTIVAL LATINO

The Unity Council Festival Latino is a free, outdoor festival that expects to bring over 10,000 people to the vibrant, culturally-rich Monument Corridor to enjoy world-class live music, family-friendly games, activities, and traditional Latin American artisans. Families across Contra Costa County will join us to experience live music, Ballet Folklorico, Aztec dancers and to shop at the local artisan craft stands.



BECOME A SPONSOR!

If you are interested in becoming a sponsor for the festival, email dominic.aliانو@cityofconcord.org.

WWW.UNITYCOUNCIL.ORG

SPONSORSHIP LEVELS

CULTURA SPONSOR \$25,000 • Exclusive Presenting Sponsor

- Naming rights to the Main Stage
- Main Stage signage
- Name incorporated into media releases and interviews
- Ten (10) VIP Access passes
- 2-hour consultation with A2Z Media Group
- Plus all Amigo Sponsorship perks

FAMILIA SPONSOR \$15,000 • Naming Rights to the Community Stage

- Community Stage signage
- Public address announcements read on stage
- Six (6) VIP Access Passes
- 1-hour consultation with A2Z Media Group
- Plus all Amigo Sponsorship perks

PADRINO SPONSOR \$10,000 • Naming Rights to Vendor Alley

- Signage on Vendor Alley
- Recognition in The Unity Council e-newsletter to 4,000+ subscribers
- Four (4) VIP Access Passes
- Recognition at all stages
- 30-minute consultation with A2Z Media Group
- Plus all Amigo Sponsorship perks

AMIGO SPONSOR \$5,000 • Social Media Co-Host

- Exposure to 10,000 people in attendance
- Logo prominently placed on full-color postcards displayed throughout the East Bay
- Two (2) VIP Access Passes
- 1 booth in a premium location at the festival
- Sponsor recognition with logo on The Unity Council's social media page
- Logo on volunteer t-shirt
- Logo prominently displayed on 10,000 posters displayed throughout the East Bay

BECOME A SPONSOR!

CONTACT US

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