



PRESENTS

# FESTIVAL LATINO



SEPTEMBER 15, 2024

## TOP REASON TO SPONSOR

### Your brand will be part of a local Latinx legacy.

The past few years have been challenging for so many in our community – and the small, locally owned businesses, 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 Concord community.

### Your sponsorship will support The Unity Council.

The Unity Council is a non-profit Social Equity Development Corporation with a 60-year history in Oakland and Concord. Their mission is to promote social equity and improve quality of life by building vibrant communities where everyone can work, learn, and thrive.

Their 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's 3rd Annual Festival Latino is a free, outdoor festival that brings 5,000+ people to Concord's historic Todos Santos Plaza to enjoy live music, family-friendly games, Ballet Folklorico and traditional Latin American artisans. Families across Contra Costa County will join us to experience this fun-filled day, while supporting local food vendors and local artisan craft stands.



## BECOME A SPONSOR!

If you are interested in becoming a sponsor for the festival, email [karina@a2zmediagroup.com](mailto:karina@a2zmediagroup.com) and [angelica@a2zmediagroup.com](mailto:angelica@a2zmediagroup.com)

[WWW.UNITYCOUNCIL.ORG](http://WWW.UNITYCOUNCIL.ORG)

# SPONSORSHIP LEVELS

## CULTURA SPONSOR \$25,000 • Main Stage Sponsor

- Naming rights to the main stage "Presented by..."
- Name inclusion on media releases and interviews
- Logo and link inclusion on event website
- Logo on posters and displayed throughout the community
- Inclusion in 2x Unity Council Newsletters (4,000 Subscribers)
- Minimum of 4x stage announcements
- Signage placement throughout festival  
(max. 3 banners; no larger than 3x8. Banners to be provided by sponsor)
- 10' x 20' booth space in a premium location at the festival

## FAMILIA SPONSOR \$15,000 • Kids Zone Sponsor

- Naming rights to the Kids Zone "Presented by..."
- Logo and link inclusion on event website
- Logo on posters and displayed throughout the community
- Inclusion in 1x Unity Council Newsletter (4,000 Subscribers)
- Minimum of 2x stage announcements
- Signage placement throughout Kids Zone  
(max. 2 banners; no larger than 3x8. Banners to be provided by sponsor)
- (1) 10'x10' booth space in a premium location at the festival

## PADRINO SPONSOR \$10,000

- Logo and link inclusion on event website
- Logo on posters and displayed throughout the community
- Minimum of 2x stage announcements
- (1) 10'x10' booth space in a premium location at the festival

## AMIGO SPONSOR \$5,000

- Logo and link inclusion on event website
- Logo on posters and displayed throughout the community
- (1) 10'x10' booth space in a premium location at the festival

## BECOME A SPONSOR!

### CONTACT US:

1900 Fruitvale Ave, Suite 2A,  
Oakland, CA 94601  
510-314-7985

karina@a2zmediagroup.com  
angelica@a2zmediagroup.com

*\*\*All sponsorship packages above are customizable\*\**