



SPONSOR KIT 2024

SEPTEMBER, 15Th 2024



MORE THAN 20,000 PEOPLE ARE EXPECTED TO ATTEND THE 2024 EDITION OF EL FESTIVAL GUANACO 2024

El Festival Guanaco, is a family-oriented event and is a great opportunity for small businesses and large corporations, as well as government agencies and nonprofit, to reach the Latino communities in DC metro area. The Latino community is a fast-growing market demanding consuming products and services. Their purchasing power is recognized by most journals and media companies locally and their publicity targets the Spanish speaking population; every day trying to get closer and closer. The metropolitan Area is now home of over one million Latinos and is characterized by young and willing workforce that has revitalized social and commercial life in the region. We offer to our Sponsors and Vendors a variety of booth exhibitions and publicity trough the previous time on every radio station, TV stations, newspapers and social media available in the region. ¡Join us in this event full of excitements celebrating the Hispanic Heritage! Do not miss this great opportunity to build brand loyalty and share your products, services and programs.



WHY BECOME SPONSOR?

- FAMILY ORIENTED**
- BRAND LOYAL**
- AGGRESSIVE SOCIAL MEDIA CAMPAIGN**
- INCREASE IN 2019 30% VENDORS**
- RETAINS 90% OF SPONSORS**
- AND MORE, MUCH MORE...**



DIAMOND \$25,000

SPONSOR PACKAGE

FESTIVAL GUANACO presented by (Sponsor Name)

Be seen at FESTIVAL GUANACO 2024, the premier LATINO event of Washington DC metropolitan area.

The presenting sponsor opportunity will be offered the next highest level of visibility and exposure throughout the event of thousands of patrons who attend the Festival.

- Your Company name presents the annual Guanaco festival 2024.
- Corporate representative to introduce headline artist.
- Recognition during the opening ceremony y ribbon cutting.
- Your logo in all advertising (Radio, TV, Online and printed material).
- Your logo on state banner and LED Screens.
- 10"X20" tent in prominent location.
- Mentions on stage every hour.
- 15 VIP tickets, 20 general admission tickets, 5 VIP parking passes.
- Food and drinks will be provided.



PLATINUM \$20,000

SPONSOR PACKAGE

- Corporate representative to introduce head line artist.
- Recognition during the opening ceremony y ribbon cutting.
- Your logo in 75% advertising. (Radio, TV, Online and printed material).
- Your logo on state banner and LED Screens.
- 10X20" tent in prominent location.
- Mention on stage every hour.
- 10 VIP tickets, 15 general admission tickets, 3 VIP parking passes.
- Food and drinks will be provided.



GOLD \$15,000

SPONSOR PACKAGE

- Recognition during the opening ceremony y ribbon cutting.
- Your logo in 50% advertising. (Radio, Online and printed material).
- Your logo on state banner and LED Screens.
- 10X10" tent in prominent location.
- Mention on stage every hour.
- 10 VIP tickets, 10 general admission tickets, 2 VIP parking passes.
- Food and drinks will be provided.



SILVER \$10,000

SPONSOR PACKAGE

- Recognition during the opening ceremony y ribbon cutting.
- Your logo in 30% advertising. (Radio, TV, Online and printed material).
- Your logo on state banner and LED Screens.
- 10X20" tent in prominent location.
- Mention on stage every hour.
- 5 VIP tickets, 5 general admission tickets, 1 VIP parking pass.
- Food and drinks will be provided.



KIDS AREA \$7,000

SPONSOR PACKAGE

- Recognition during the opening ceremony y ribbon cutting.
- Your logo in 30% advertising. (Online and printed material).
- Your logo on state banner and LED Screens.
- 10X10" tent in prominent location.
- Mention on stage every hour.
- 5 VIP tickets, 5 general admission tickets, 1 VIP parking pass.
- Food and drinks will be provided.



CONFIRMED ARTISTS

- **MARIBEL GUARDIA**
- **TEODORO REYES**
- **ORQUESTA SAN VICENTE**
- **LA BANDA GORDA**
- **MARIO ROBERTO Y SU GRUPO CANELA**
- **KAREN AREVALO Y SU SONORA IMPERIAL**
- **LOS YONICS ZAMACONA**
- **GRUPO MIRAMAR**
- **LOS CAMINANTES**
- **ZAENNO**

AND MANY MORE ARTISTS TO BE CONFIRMED!



CAPITAL PLAZA

6200 ANNAPOLIS RD HYATTSVILLE MD 20783

(240) 223-7544 • (301) 322-7803

WWW.ELFESTIVALGUANACO.NET