

BE OUR SPONSOR 2019

**CELEBRATING OUR AFRO &
INDIGENOUS LATIN AMERICAN ROOTS**



PRESENTED BY:



Photo by Marco A. Badra



WHO WE ARE

We are the largest Latin American organization in B.C. and for the last **10 years** have created physical and virtual spaces for Latin American culture, entrepreneurship, art, and social interaction within the Canadian context. We are the Latin Plaza in Vancouver. Our passionate team works at the centre of the Latin Plaza Hub, supporting people from the local Latin American community in building their dreams in Canada and locals in exploring the diversity of the Latin American region.



EMPOWERING PEOPLE

SUPPORTING COMMUNITIES

PROMOTING CULTURE

CONNECTING BUSINESS

WHERE WE ALL *Shine* TOGETHER

11 YEARS BUILDING PARTNERSHIPS

**LATIN
AMERICAN
WEEK**

**CARNAVAL
DEL
SOL**



For more information on how to become a sponsor please contact:

Paola V. Murillo 778.878.1025 | paolavm@latincouver.ca
Alexandra Rapcea 604.613.0920 | csolpm@latincouver.ca
Sales & Marketing Team 604.566.0999

#406 - 68 Water Street, Vancouver, BC
www.latincouver.ca

PRESENTED BY:

 **LatinCouver**
The Latin American Plaza in BC

OUR DEMOGRAPHICS

100,000+

Latin-Americans & enthusiasts in Western Canada connected by our network.

100,000+

Visitors at our Carnaval del Sol / Latin American Week Festival

180,000+

Annual visitors to our website

94,000+

FaceBook Posts engagement

18,000+

Followers in our social media networks

9,000+

Subscribers to our newsletter

400+

Artists performing at Carnaval del Sol/Latin American Week Festival

100+

Annual Vendors at Carnaval del Sol / Latin American Week

350+

Individuals volunteering at Carnaval del Sol every year

85%

Of volunteers and team members are newcomers

500+

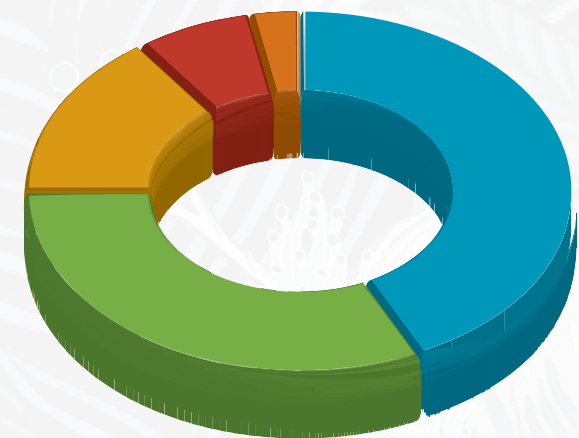
Business partners and supporters over the last ten years

5 years

Honored with the official Proclamation – Latin American week in British Columbia.

Demographics by Age:

- Adults 20-45
- Adults 46-65
- Teens
- Retired 65+
- Children





**LATIN
AMERICAN
WEEK**



JUNE 27 TO JULY 7, 2019

Carnaval del Sol – The **BIGGEST LATIN FESTIVAL** in the **Pacific Northwest** will be held at the Concord Pacific Place in Vancouver, to promote and celebrate our Latin American Arts, Food, and Culture.

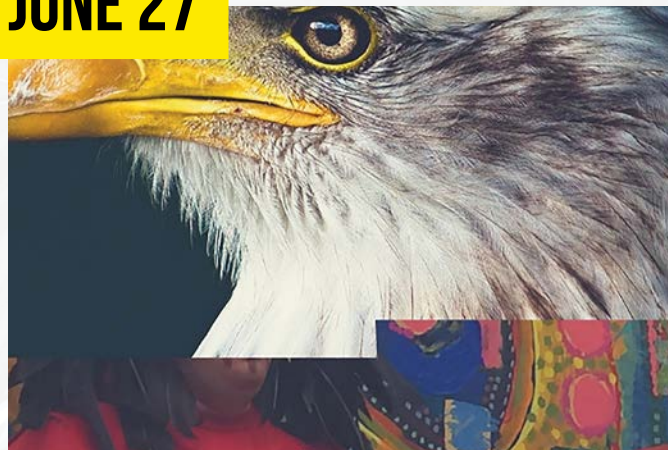
Latin American Week – A series of activities will be presented to engage and connect our local multicultural communities for their enjoyment. **7 different events** of live music, art, dance, sports, and poetry in celebration of Latin American Culture



LATIN AMERICAN WEEK

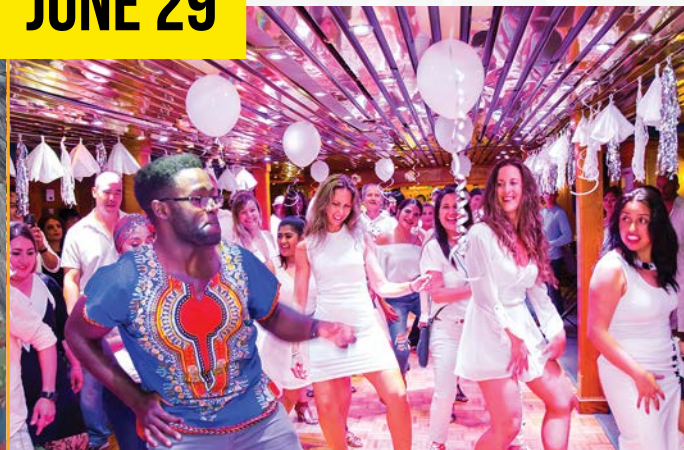
7 events showcasing our Afro Indigenous Latin Roots while engage and connect more than **100,000 people** from a variety of communities in British Columbia and featuring **400+** latin artists and musicians

JUNE 27



Indigenous Latin American and Canadian Art Exhibition

JUNE 29



Fiesta Blanca

JULY 1



Canada Day Parade

JULY 2



Latin American Film Night with VIFF

JULY 3



Traveling back to our AfroLatino Roots

JULY 4



Flamenco, Tango, & Wine in One Night

JULY 6–7



Carnaval del Sol

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PARTNERSHIP BENEFITS

PROMOTE AND SHOWCASE


We will represent your brand within the Latin American community in B.C. through the activities we organize during the year. Your name can become prominent as the exclusive provider or your services for Latincouver on our sponsor wall in the Latin Plaza Hub. Through our digital marketing channels we will create awareness and loyalty of your brand for locals, newcomers, and potential newcomers. Making you the first option even before your future clients arrive in B.C.

CONNECT AND NETWORK

We will create opportunities for you to connect with the local Latin American community and provide you the opportunity to present four financial workshops at our Latin Plaza Hub. Through our 20+ events each year we will drive new clients to your company.

WE CARE ABOUT OUR PARTNERS

We are a dedicated team that understand the value of strong partners like you, and will work closely with your marketing team to create a true partnership that can result in a greater ROI.





MEDIA EXPOSURE

We strategically partner with high-impact media outlets. Our PR media campaigns produced a record year of exposure last year, both in print and online via social media channels.

We are proud that over the last **10 years**, we have worked and have been supported by the strongest media outlets in Canada.



BC Living

Vancouver Sun

Canadian Immigrant
Magazine

Where.ca

Roundhouse Radio

Xinhua News Agency

Vancouver Courier
Westender

Vancouver Province

Yaletown blog

CBC News

iheartlatinamerica

Conscious Living Radio

Punjabi TV

Hello BC blog

Montreal Gazette

Georgia Straight

Vancouver's Best Places

The Source

New Canadian Media

Family Fun Vancouver

BritishColumbia.com

KidsVancouver.com

Nephrus

FlyGirl events blog

Jack FM, 604Now

Yelp Vancouver

TicketsTonight.ca

Euforia Radio

Cyphotomania

Daniela Carmona program

Vancouver Foodster

PROMOTING CARNAVAL DEL SOL AROUND THE CITY OF VANCOUVER

160 flags and banners are hung on the street lights along Vancouver's main roads for a month in partnership with the City of Vancouver.

Some of the locations are Pacific Blvd - Nicola & West
Pender - Main & Terminal - Granville Bridge



HOW TO BECOME A SPONSOR OF CARNAVAL DEL SOL

Our team is excited to present you a variety of proposals that we feel will successfully position your brand across our mediums. We are also ready to **custom build** the ideal sponsorship package that works for your brand and your budget.





PRESENTING SPONSORS

\$99,000

- Naming rights for **Carnaval del Sol**
- Naming rights for the **Latin American Week**
- Logo on Carnaval del Sol street banners — *Various key locations*
- Opportunity to speak at the **main stage (5 min)** during Carnaval del Sol & Latin American Week events
- Logo prominently featured on Carnaval del Sol's home page as the Presenting Sponsor
- Naming rights to 2 of the 8 plazas
Example: "**COMPANY NAME Sports Plaza**"
- **2 Chill Zone** grass area spaces (10x10 ft)
- 1 premium booth space (30x10 ft.) to promote products and services
- Ad, logo, or video presented **10 times per day** on the main stage screen
- Additional exclusive sponsorship for two of the six other Latin American Week events
- Promotion on the official Carnaval del Sol promotional videos featured on the website, social media, and youtube as the Presenting Sponsor with a promotional video tailored to your company (more than 90,000 views)
- Full-page company advertisements in the Carnaval del Sol digital application
- Custom tailored Social Media campaign for six months
 - 6 posts per month with more than **18,000 followers**
 - 2 Facebook Live interview during the year
- Company print ad in Carnaval del Sol program — *1 full page*
- Name recognition as the Presenting Sponsor by the Master of Ceremonies on main stage **5 times per day**.
- Main logo on Carnaval del Sol's volunteers' t-shirts (350 t-shirts)
- Logo listed in paid media ads
- **3 advertisements** on Latincouver's Newsletter
 - **9,000 subscribers** (banner)
- Logo promotion during all 7 different events during Latin American Week
- Media Event — June 15th Opportunity to speak as a main sponsor
- Gifts and materials in 3,000 Carnaval del Sol gift bags
- **10 MegaSuper Pass** tickets for Carnaval del Sol in VIP area & Latin American Week
- Employee engagement/volunteering
- 1 Parking pass at Carnaval del Sol



GOLD SPONSOR

\$35,000

- Naming rights to 2 of the 8 plazas (areas) Example: “**COMPANY NAME Family Plaza**”
- **1 premium booth space** (20x10 ft) to promote products and services
- Company name as a gold sponsor on all event materials and media coverage
- Opportunity to speak on **main stage** (2 min) for Carnival del Sol
- **1 Chill Zone** grass area name right (10x10 ft)
- Exclusive sponsor for one of the other Latin American Week events
- Name recognition as the Presenting Sponsor by the MC on main stage **3 times per day**
- Promotion on the official Carnival del Sol promotional videos — *Youtube*
- Custom tailored Social media campaign with more than **18,000 followers**
- **Half page** company advertisement in the Carnival del Sol digital application
- **Media Event** — June 15th Opportunity to speak as one of our main sponsors
- Ad, logo, or video presented **10 times** per day display on the main stage screen
- Logo placement on Carnival del Sol video shown on Granville Street for **one month**
- Logo on Carnival del Sol’s volunteers t-shirts (350 t-shirts)
- Gifts and materials in **3,000** Carnival del Sol gift bags
- 2 ads & exclusive edition in Latincover Newsletter — **9,000 subscribers**
- Logo promotion during **all** events of Latin American Week
- **One year** Latincover Business membership to the Latin Canadian Professional Network in BC
- **10 Mega Super Pass** tickets for Carnival del Sol VIP area and Latin American Week
- Employee engagement/volunteering
- 1 Parking pass at Carnival del Sol

SILVER SPONSOR

\$25,000

- Naming rights to **1** of the plazas (areas)
- **1 booth** space (20x10 ft) to promote products and services
- Name recognition as the Silver Sponsor by the MC on main **2 per day**
- Activation of full plaza space including performers to highlight promotion
- Ad, logo, or video presented **10 times per day** display on the main stage screen
- Logo on Carnaval del Sol volunteer T-shirts (350 volunteers)
- Logo on the official Carnaval del Sol promotional videos — Youtube and Facebook Live interview
- Company mention via Twitter, Facebook, Instagram (*15 mentions*)
- Gifts and materials in **3,000** Carnaval del Sol gift bags
- **2 ads** in Latincover Newsletter — **9,000 subscribers**
- Logo in the Carnaval del Sol digital application & website
- **One year** Latincover Business membership to the Latin Canadian Professional Network in BC
- **5 Mega Super Pass** tickets for Carnaval del Sol VIP area and Latin American Week

FESTIVAL FRIEND

\$5,000

- **1 booth** (10x10 ft) space to promote products and services
- **1 Chill Zone** grass area (10x10ft)
- Logo in Carnaval del Sol website
- Company mention via Twitter, Facebook, Instagram (*2 mentions*)
- Ad on Latincover Newsletter — **9,000 subscribers**
- **One year** Latincover Business membership to the Latin Canadian Professional Network in BC



PLAZA SPONSOR

Opportunity to get the name right of one of the areas that we call Plazas at Carnaval del Sol

Chose one of the many Plazas available at Carnaval del Sol i.e. Family, Travel, Food, Sport, Expo, Art, Kids, etc.

All the Plazas will have the following promotional rights during the two days events and Latincover membership:

- **1 booth** (10x10 ft.) space to promote products and services
- Logo on Carnaval del Sol digital application & website
- Name recognition by MC on main stage (1 time per day)
- Company mention via Twitter, Facebook, Instagram (5 mentions) using your company name. Example: #CompanyFamilyPlaza, logo on Carnaval del Sol websites for **3 months**
- Logo on promotional material and video
- 1 ad in Latincover Newsletter — **9,000** subscribers
- **One year** Latincover Business membership to the Latin Canadian Professional Network in BC
- **10 Super Pass** tickets for Carnaval del Sol VIP area

Each Plaza features shows all day long





Family Plaza Fashion Show \$15,000

We believe in the importance of family and have created a space where Vancouver families can enjoy activities together for an amazing weekend with loved ones. Our vendors bring a variety of choices that include improving health, family activities, music, and more. The main activity on this stage is the **Fashion Show** that is presented during the two days.



Soccer Tournament Plaza \$7,500

The promotion of **healthy lifestyle** choices among children, young people, as well as adults is an important part of Carnaval del Sol. So come have fun with us!



Arts Plaza \$12,000

This area is located in the entrance of the Festival and welcomes hundreds of people wanting to enrich themselves in learning about Latin American art in Vancouver. We run **workshops and live painting sessions** during the two days exhibition. The two entrances will display the branded logo from the sponsor.



Beer Plaza \$18,000

Nearly **10,000** people visited the Beer Plaza in 2017 over the two days of Carnaval del Sol, where they experienced Beer Plaza ambiance and drinks, delicious South American food, music, and a Latino style fiesta.



Food Plaza \$15,000

This area will feature over **30 food vendors** with unique food from all over Latin America. The only plaza in British Columbia where you can find a great variety and exotic tastes from this area. Your company will be featured in the entrance of this Plaza, providing the opportunity to interact with thousands of people who are savouring their way through vibrant dishes.



Kids Plaza \$15,000

This area entertains hundreds of little ones with activities that run all day long from mini chef, face painting, and arts and crafts. Over **10 exhibitors** are located in this plaza, ensuring the perfect destination for kids and parents to have a great time



Experience Plaza Cooking Demo Show \$15,000

In this space we run **8 workshops** during the two days with renowned chefs sharing the tips and secrets of their cuisine in open-air cooking classes



Superpass Lounge Plazas \$15,000

This space holds **100 seats** for SuperPass holders, VIPS, and artists to watch the festival with the best view of the main stage. They can take a break, have a drink and relax in the shade. This is a great promotional area where you can interact directly with the audience.



Chill Zone \$2,500

There are 6 areas like this around the festival where people can seat under the shadow. The tents will be branded with your company logo.



THE TRAVEL PLAZA – TRIP ACROSS AMERICAS

This year the Travel Plaza will represent the different parts of Latin America and Canada

The Latin American Pavilion at the Travel Plaza is designed to be the essential part of Carnaval del Sol 2019. An opportunity to promote your own country and travel destinations around Latin America and Canada. With opportunities to attendees to participate in interactive activities, our colourful and what is meant to be one of the most attractive Plazas, will feature the tourism and art from different locations from Canada to Chile.

Highlights of the Plaza:

- Promote best destinations of the different countries
- Active participation of the Latin American Consulates
- Artists performances
- Games

OUR PAST SPONSORS

Canada



OUR PAST SUPPORTERS





**THANK YOU &
WE LOOK FORWARD
WORKING WITH YOU!**



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