

8th ANNUAL LATINO
FESTIVAL OF HIGHTSTOWN
& EAST WINDSOR

July 20, 2021

Dear Sir/Madam:



Greetings! On behalf of the Latino Festival Organizing Committee and RISE, A Community Service Partnership of Hightstown, we are writing to request your support for our **Eighth Annual Latino Festival of Hightstown & East Windsor**.

*Festival Committee
Coordinators*

Juan Cobos
Carlos Fernandez, PhD

*Festival Committee
Members*

David Abalos, PhD
Gustavo Arce
Samuel Arroyo
Donna Gil
Edgar Guzman
Wilson Hernandez
Carlos Mora
Alberto Otero
Denise Quintanilla
Monica Tarantino
Fabian Vallejo
Christian Villalobos
Luis Villalobos

Our goal in holding this event is to promote the arts and culture of Latinos who live in Hightstown and East Windsor in ways that help build better understanding between members of our community. This year the festival will be taking place on **Saturday, August 21st from 12-6 PM at Rocky Brook Park** located in Hightstown, New Jersey. (Rain date is Saturday, August 28th at the same location and time.) *The festival will be dedicated to the heroines and heroes who over the past year have contributed to overcoming the pandemic, supporting the health and well-being of the Latino community and its residents.*

As in previous years, the Festival will feature outstanding artists and ensembles representing Latino music and dance from communities across our region and the tri-state area, including Orquesta Orguera of Nueva York, La Selección de la Bachata de Perth Amboy, Herencias, Mariachi de Hightstown and many others. Crafts, food sales by local restaurants and businesses, and fun activities will be available for children and the entire family.

This year we are able to offer several new sponsorship options that include opportunities to exhibit and sell your products and services, advertise through our program book, and promote through our extensive media and social outreach. Your generous support will underwrite artist performances, staging and sound, and other festival needs.

Leslie Koppel, RISE
Executive Director

To become a featured sponsor, please review the following pages and select the sponsorship that works best for you. For questions, please contact Monica Tarantino, Latino Festival Coordinator at (609) 943-6450.

We hope to count on your support and look forward to seeing you at the Latino Festival! Thank you!

Juan Cobos

Carlos Fernandez, PhD

2021 LATINO FESTIVAL SPONSORSHIP OPPORTUNITIES

Sponsors reach and engage thousands of residents across Hightstown as well as the surrounding region through our extensive publicity efforts in both local and regional markets, including:

- ❖ Latino media partnerships, including Latinos Unidos Newspaper (monthly distribution of 36,000 in Central Jersey) and El Americano Newspaper (weekly tabloid with distribution in 12 New Jersey counties)
- ❖ Press releases and online calendar postings (exposure in central New Jersey online and print media)
- ❖ Rise e-blasts (distributed to 5,500+ local residents)
- ❖ Rise social media (Facebook 3200+ followers, Instagram 1000+ followers)
- ❖ Rise website - Link on Latino Festival page
- ❖ Latino Festival posters and flyers
- ❖ Event banners on stage, & live announcements during the program

For more information, visit us on Facebook:

<https://www.facebook.com/TheHightstownandEastWindsorLatinoFestivalCommittee/>

or visit us at <https://www.njrise.org/2021-latino-festival/>

For questions, please contact Monica Tarantino, Latino Festival Coordinator at (609) 943-6450.

SPONSORSHIP & AD INSTRUCTIONS:

Select the level of sponsorship that best suits you/your business.

- ❖ Complete the form online <https://www.njrise.org/2021-latino-festival/> and pay online at <https://donorbox.org/8th-annual-latino-festival>
 - ❖ Or, send the form AND your check made payable to Rise, P.O. Box 88, Hightstown NJ 08520
 - ❖ Or, take a picture of the form and send to (609) 943-6450
 - ❖ Or, provide the form and check to your 2021 Latino Festival Representative

The following promotional materials along with a copy of your form must be sent to Latinofestival@njrise.org before August 2:

- ❖ For social media tags, please submit 1) the link from your website (eg www.yourbusiness.com) and 2) a copy of promotional text for your business (140-character limit). Social media tags will be posted two weeks before and one week after the 2021 Latino Festival.
- ❖ For inclusion of your logo on printed banners, posters and flyers, and on our website, please submit your logo in high resolution PNG, TIFF, or JPEG format.
- ❖ For printed program advertisements, submit your high-resolution, color, and camera-ready ad according to your chosen size (quarter page, half page, or full page) in PDF, PNG, TIFF, or JPEG format.

2021 Latino Festival

Name: _____
 Email: _____
 Phone: _____

Organization: _____
 Address: _____
 City: _____ State: _____ Zip: _____

EXHIBITOR	PROMOTER	ARTIST	STAGE	AUDIENCE	FESTIVAL
10x10 Booth Space	10x10 Booth Space	10x10 Booth Space	15x15 Booth Space	15x15 Booth Space	20x20 Booth Space
	Social Media Spotlight Tags - Facebook/Instagram	Social Media Spotlight Tags - Facebook/Instagram	Social Media Spotlight - Tags - Facebook/Instagram	Social Media Spotlight - Tags - Facebook/Instagram	Social Media Spotlight - Tags - LinkedIn Facebook/Instagram
	Quarter Page Ad in printed program	Half Page Ad in printed program	Half Page Ad in printed program	Full Page Ad in printed program	Full Page Ad in back cover of printed program
		Live announcement on stage in between performances	Live announcement on stage in between performances	Live announcements on stage at the beginning, during and end of event	Live announcements on stage at the beginning, during and end of event
			Logo on Posters & Flyers	Logo on Posters & Flyers	Logo on Posters & Flyers
				Link on Rise Website - Latino Festival	Link on Rise Website - Latino Festival
					Recognition in press releases and online calendar postings
\$100	\$300	\$500	\$1000	\$1500	\$2000
•	•	•	•	•	•

ADVERTISEMENT IN PROGRAM BOOK	<ul style="list-style-type: none"> • 1/8 PAGE AD \$75 3.18"x2.28" (wxh) 	<ul style="list-style-type: none"> • 1/4 PAGE AD \$100 3.18"x4.68" (wxh) 	<ul style="list-style-type: none"> • 1/2 PAGE AD \$150 6.5" x4.68"(wxh) 	<ul style="list-style-type: none"> • FULL PAGE AD \$300 6.5"x 9.5" (wxh)
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SIZE of Ads are estimated and may change based on the final size of the program.