

July 18, 2022

**THE NINTH ANNUAL  
LATINO FESTIVAL OF HIGHTSTOWN & EAST WINDSOR  
IS COMING!**



**DATE: Saturday, September 17, 2022**

**TIME: 12:00 – 6:00 PM**

**LOCATION: HIGHTSTOWN HIGH SCHOOL, 25 LESHIN LANE, HIGHTSTOWN, NJ**

**RAIN DATE: SUNDAY, SEPTEMBER 18, 2022**

Mark your calendar and get ready to attend!

We hope you will consider continuing your support—or becoming a first-time sponsor—for this popular festival that promotes Latino arts and culture in Hightstown and East Windsor to help build better understanding within our community. It's a day for everyone to enjoy with musical performances, crafts, food, and plenty of fun activities for families.

Sponsorship opportunities that support the festival this year include:


- Exhibiting and selling your products and services
- Advertising through our program book
- Promoting your organization through our extensive media and social outreach network

Different levels of sponsorship are available, which will include different components. (See attached) For questions, and to sign up for sponsorship, please contact Monica Tarantino, Latino Festival Coordinator at (609) 443-4464 or email [latinofestival@njrise.org](mailto:latinofestival@njrise.org)

Thank you for your support—continuing and new. We look forward to working together for the benefit of the community—and having a great time while we do it. See you at the Latino Festival!

Gracias and thank you!

  
Juan Cobos  
Festival Coordinator

  
Carlos Fernandez, PhD  
Festival Coordinator

  
Leslie Koppel  
Exec. Director, Rise

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



					<b>FESTIVAL</b>
					Social Media Spotlight Tags - LinkedIn Facebook/Instagram
				<b>AUDIENCE</b>	
				Social Media Spotlight Tags - Facebook/ Instagram	Full Page Ad inside front or inside back cover of printed program
			<b>STAGE</b>		
			Social Media Spotlight-Tags - Facebook/Instagram	Full Page Ad in printed program	Live announcements on stage at the beginning, during and end of event
		<b>ARTIST</b>			
		Social Media Spotlight Tags - Facebook/Instagram	Half Page Ad in printed program	Live announcements on stage at the beginning, during and end of event	Logo on Posters & Flyers
	<b>PROMOTER</b>				
	Social Media Spotlight Tags - Facebook/Instagram	Quarter Page Ad in printed program	Live announcement on stage in between performances	Logo on Posters & Flyers	Link on Rise website -Latino Festival
	Eighth Page Ad in printed program	Live announcement on stage in between performances	Logo on Posters & Flyers	Link on Rise website -Latino Festival	Recognition in press releases and online calendar postings
<b>EXHIBITOR</b>					
10x10 Booth Space	10x10 Booth Space	10x10 Booth Space	15x15 Booth Space	15x15 Booth Space	20x20 Booth Space
<b>\$100</b>	<b>\$300</b>	<b>\$500</b>	<b>\$1000</b>	<b>\$2000</b>	<b>\$3000</b>

<b>ADVERTISEMENT IN PROGRAM BOOK</b>	<b>1/8 PAGE AD \$100</b> 3.18" x 2.28" (WxH)	<b>1/4 PAGE AD \$200</b> 3.18" x 4.68" (WxH)	<b>1/2 PAGE AD \$300</b> 6.5" x 4.68" (WxH)	<b>FULL PAGE AD \$500</b> 6.5" x 9.5" (WxH)
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**NOTE: COVERS (FRONT/BACK/Inside Front/Inside Back) will be kept for larger sponsors.**

# 2022 SPONSORSHIP OPPORTUNITIES

## Why be a SPONSOR?

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 4,000+ followers, Instagram 1,100+ followers)
- ❖ Rise website - Link on Latino Festival page <https://njrise.org/2022-latino-festival/>
- ❖ 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/>

### For questions,

please contact Monica Tarantino, Latino Festival Coordinator at (609) 443-4464 or email [latinofestival@njrise.org](mailto:latinofestival@njrise.org)

## SPONSORSHIP & AD INSTRUCTIONS:

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

- ❖ Complete the form online <https://njrise.org/2022-latino-festival/> and pay online at <https://njrise.org/2022-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 (516)236-1250
- ❖ Or, provide the form and check to your 2022 Latino Festival Representative

The following promotional materials along **with a copy of your form** must be sent to [Latinofestival@njrise.org](mailto:Latinofestival@njrise.org) **before August 31st**:

- ❖ For social media tags, please submit
  - the link from your website (e.g. [www.yourbusiness.com](http://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 2022 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 (eighth page, quarter page, half page, or full page) in PDF, PNG, TIFF, or JPEG format.