

June 16, 2023



**DATE: Saturday, September 30, 2023**

**TIME: 12:00 – 6:00 PM**

**LOCATION: HIGHTSTOWN HIGH SCHOOL, 25 LESHIN LANE,  
HIGHTSTOWN, NJ RAIN DATE: SUNDAY, OCTOBER 1, 2023**

Mark your calendar and get ready to be at 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, raffles, and plenty of fun activities for families!

Last year, more than 5,000 people attended. We are excited to let you know that this event will be bigger and better this year because it marks our 10th anniversary. Additionally, more health organizations will be joining and some may provide free screenings and information for festival goers as a service to the community. The money raised helps Rise present the Latino Festival as well as provide support for the local community through our various programs.

Vendors and exhibitors are a key part of the Festival and help make the day a success for the families who attend. And we are keeping the same price for the basic spot (10 X 10): just \$100 for exhibitors and vendors. You can participate by exhibiting and selling your products and services.

If you would like to take part at a higher level, become a sponsor. Your spot will be included and you will also benefit from:

- Advertising through our program book
- Promoting your organization through our extensive media and social outreach network

The enclosed chart provides more information.

**Use the attached form to register today!** For questions, please contact Gonzalo Combas, Latino Festival Coordinator, at (609) 943-6450 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

# Festival Registration Form



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Date	Company/Organization Name	Nonprofit? <input type="checkbox"/> YES <input type="checkbox"/> NO	
Contact Name			
<hr/>			
Email Address	Cell Phone	Work or Home Phone	
<hr/>			
Address			
<hr/>			
City	State	ZIP Code	

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## Your Registration Checklist

- Step 1 – Choose your Festival Participation Level (page 2)
- Step 2 – Complete the section for the Festival Participation Level you chose. (pages 3 and 4)

NOTE: If the level you selected includes an Ad and/or Logo, you will be asked to email file(s) to: [latinofestival@njrise.org](mailto:latinofestival@njrise.org) no later than July 31.

- Step 3 – OPTION 1
  - Mail this form with your payment to:  
RISE, P.O. Box 88, Hightstown NJ 08520  
Attention: LATINO FESTIVAL
  - Please make the check out to: Rise
- OPTION 2
  - Scan and email the form to [latinofestival@njrise.org](mailto:latinofestival@njrise.org)
  - Pay online at <https://njrise.org/2023-latino-festival/>

Keep a copy of this form for your records. You will receive a confirmation of payment and instructions for the day of the Festival.

### Important Dates

- **Deadline for Registration:** August 11  
*Note: Level H can register through Aug 31*
- **Deadline for the submission of Ad and Logo files:** August 11
- **Festival Date:** 9/30/23 (Rain Date:10/1/23)

### Key Contacts

- **Call:** Gonzalo Combas at 609-216-0028
- **Email your ad and/or logo file and questions to:** [latinofestival@njrise.org](mailto:latinofestival@njrise.org)

# STEP 1- Place a Check Next to Your Level of Participation

Choose a package (Diamond, Platinum, Gold, Silver, Bronze) OR an A La Carte Level (levels A - H)

Check One Level	What You Get...	
<input type="checkbox"/> <b>Diamond \$3,900</b> Prime Booth Locations are available for \$4,500. For more information contact Gonzalo Combas at 609-943-6450.	20x20 Booth Space	Full Page Ad inside front or inside back cover of printed program
	Logo on Posters & Flyers	Link on Rise Website -Latino Festival
	Social Media Spotlight - Tags - LinkedIn Facebook & Instagram	Recognition in press releases and online calendar postings
	Live announcements on stage at the beginning, during and end of event	
<input type="checkbox"/> <b>Platinum \$2,500</b>	15x15 Booth Space	Full Page Ad in printed program
	Logo on Posters & Flyers	Link on Rise Website -Latino Festival
	Social Media Spotlight - Tags – Facebook & Instagram	Live announcements on stage at the beginning, during and end of event
<input type="checkbox"/> <b>Gold \$1,250</b>	15x15 Booth Space	Half Page Ad in printed program
	Logo on Posters & Flyers	Live announcement on stage in between performances
	Social Media Spotlight -Tags – Facebook & Instagram	
<input type="checkbox"/> <b>Silver \$500</b>	10x10 Booth Space	Quarter Page Ad in printed program
	Social Media Spotlight Tags Facebook & Instagram	Live announcement on stage in between performances
<input type="checkbox"/> <b>Bronze \$300</b>	10x10 Booth Space	Eighth Page Ad in printed program
<b>A La Carte Levels</b>		
<input type="checkbox"/> <b>Level A: \$600</b>	10x10 Booth Space and FULL PAGE AD (6.5" w x 9.5" h)	
<input type="checkbox"/> <b>Level B: \$450</b>	10x10 Booth Space and 1/2 PAGE AD (6.5" w x 4.68" h)	
<input type="checkbox"/> <b>Level C: \$350</b>	10x10 Booth Space and 1/4 PAGE AD (3.18" w x 4.68" h)	
<input type="checkbox"/> <b>Level D: \$500</b>	Only a FULL PAGE AD (6.5" w x 9.5" h)	
<input type="checkbox"/> <b>Level E: \$350</b>	Only a 1/2 PAGE AD (6.5" w x 4.68" h)	
<input type="checkbox"/> <b>Level F: \$250</b>	Only a 1/4 PAGE AD (3.18" w x 4.68" h)	
<input type="checkbox"/> <b>Level G: \$200</b>	Only a 1/8 PAGE AD (3.18" w x 2.28" h)	
<input type="checkbox"/> <b>Level H: \$100</b>	Only a 10' x 10' Booth Space	

## STEP 2 – Complete the Section for the Level you chose.

### DIAMOND and PLATINUM Levels - Complete this Section

Enter Social Media Links, Tags, and On-Stage Announcement. Email your ad and logo to Rise.

- Enter your website link (e.g., [www.yourbusiness.com](http://www.yourbusiness.com)) \_\_\_\_\_
- Provide promotional text for your business (140-character limit). To be used in the social media campaign. \_\_\_\_\_  
\_\_\_\_\_
- Provide social media tags. To be posted two weeks before and one week after the 2023 Latino Festival.  
\_\_\_\_\_
- Enter Announcement Text. This is for the on-stage Live announcements at the beginning, during and end of event. (2-3 sentence limit)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Email your AD and LOGO to: [latinofestival@nrise.org](mailto:latinofestival@nrise.org)  
SUBJECT LINE MUST INCLUDE: Your Company name / Latino Festival
  - Files must be high-resolution, color, and camera-ready PDF, PNG, TIFF, or JPEG format.
  - Your Full-Page Ad must be 6.5" wide x 9.5" high

### GOLD Level - Complete this Section

Enter Social Media Links, Tags, and On-Stage Announcement. Email your ad and logo to Rise.

- Enter your website link (e.g., [www.yourbusiness.com](http://www.yourbusiness.com)) \_\_\_\_\_
- Provide promotional text for your business (140-character limit). To be used in the social media campaign. \_\_\_\_\_  
\_\_\_\_\_
- Provide social media tags. To be posted two weeks before and one week after the 2023 Latino Festival.  
\_\_\_\_\_
- Enter Announcement Text. This is for the on-stage Live announcements in between performances. (2-3 sentence limit)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Email your AD and LOGO to: [latinofestival@nrise.org](mailto:latinofestival@nrise.org)  
SUBJECT LINE MUST INCLUDE: Your Company name / Latino Festival
  - Files must be high-resolution, color, and camera-ready PDF, PNG, TIFF, or JPEG format.
  - Your ½ page Ad must be 6.5" wide x 4.68" high.

## STEP 2 – Complete the Section for the Level you chose.

### SILVER Level - Complete this Section

Enter Social Media Links, Tags, and On-Stage Announcement. Email your ad to Rise.

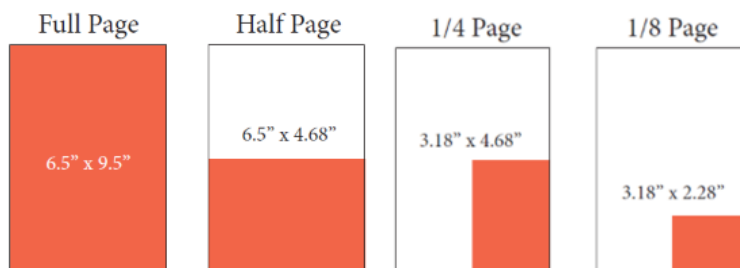
- Enter your website link (e.g., [www.yourbusiness.com](http://www.yourbusiness.com)) \_\_\_\_\_
- Provide social media tags. To be posted two weeks before and one week after the 2023 Latino Festival.  
\_\_\_\_\_  
\_\_\_\_\_
- Enter Announcement Text. This is for the on-stage live announcements in between performances. (2-3 sentence limit)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Email your AD to: [latinofestival@nrise.org](mailto:latinofestival@nrise.org)
  - SUBJECT LINE MUST INCLUDE: Your Company name / Latino Festival
  - Files must be high-resolution, color, and camera-ready PDF, PNG, TIFF, or JPEG format.
  - Your ¼ page Ad must be 3.18" wide x 4.68" high.

### BRONZE Level - Complete this Section

- Email your AD to: [latinofestival@nrise.org](mailto:latinofestival@nrise.org)
  - SUBJECT LINE MUST INCLUDE: Your Company name / Latino Festival
  - Files must be high-resolution, color, and camera-ready PDF, PNG, TIFF, or JPEG format.
  - Your 1/8-page Ad must be 3.18" wide x 2.28" high.

### For Levels A, B, C, D, E, F, and G - Complete this Section

- Email your AD to: [latinofestival@nrise.org](mailto:latinofestival@nrise.org)
  - SUBJECT LINE MUST INCLUDE: Your Company name / Latino Festival
  - Files must be high-resolution, color, and camera-ready PDF, PNG, TIFF, or JPEG format.
  - Ad size determined by the Level you chose (1/8-page, 1/4-page, 1/2 page, or full page)



## STEP 3 – Submit this Form with Your Payment to RISE

### — Step 3 – OPTION 1

- Mail this form with your payment to:

RISE, P.O. Box 88, Hightstown NJ 08520  
Attention: LATINO FESTIVAL

- Please make the check out to: Rise

### – OPTION 2

- Scan and email this form to [latinofestival@njrise.org](mailto:latinofestival@njrise.org)
- Pay online at <https://njrise.org/2023-latino-festival/>



Thank you for Registering for the 2023 Hightstown and East Windsor  
Latino Festival!

**DATE:** Saturday, September 30, 2023 **TIME:** 12:00–6:00 pm

**LOCATION:** Hightstown High School, 25 Leshin Lane, Hightstown, NJ

**RAIN DATE:** Sunday, October 1, 2023

