



**2024 SPONSORSHIP
OPPORTUNITIES**





LATINO ARTS FESTIVAL

June 14-16, 2024

Produced by the Arts Council of Park City & Summit County.
Hosted at Canyons Village at Park City Mountain.

The Latino Arts Festival is an annual celebration that highlights the variety of artistic expression from international Latino Cultures converged here in Park City. This Festival provides our community an opportunity to come together in celebration of their Latino heritage and culture, while giving Latinx artisans a platform to showcase their talents.

Join the Arts Council of Park City & Summit County in bringing the Latino Arts Festival to life!

Perú, México, Chile, Brazil, Argentina, Colombia, Ecuador and more!



ABOUT US



www.pcscarts.org



The Arts Council of Park City & Summit County has been a producing partner of the Latino Arts Festival since 2016, and in 2023, took the role of sole producer of the Festival. As an independent nonprofit and local arts agency for Summit County, UT, our goal is to increase investment in Arts & Culture in order to foster growth in this sector.

Prioritizing programming like the Latino Arts Festival allows us to execute our mission to serve our community by driving creative programming, providing valuable resources, and cultivating connections. We envision a community where Arts & Culture is critical, where creatives thrive, and where all people connect through the arts.

PROGRAM HIGHLIGHTS

The Latino Arts Festival will curate interactive experiences through a variety of art forms including music, folkloric dance, fine arts displays, crafts, poetry readings, and authentic food.



\$20,000

in Vendor Sales

8,000

Attendees

\$110,000

In Grants and Sponsorships

131

Artists and Performers

\$30,000

Directly to Artists

100,000

Expected Reach

MARKETING STRATEGY

PRINTED SAVE-THE-DATE: A postcard formally announcing the Festival dates and location, as well as confirmed high-level sponsors, will be distributed to a targeted list of donors, subscribers, community members, and local businesses.

Expected Audience: 4,000+

PRINTED FLYERS: Full-color event flyers will be printed and dispersed to local businesses in Park City & Summit County approximately 4-6 weeks before the Festival. Flyers will include high-level sponsors and overview of events during the Festival.

Expected Reach: 2,000+

NEWSLETTERS & E-PROMOTIONS: emailed to the entire network of Arts Council newsletter subscribers, as well as artists and partner email blasts. To including save-the-date, various event details and artists/vendor details.

Email Audience: 3,500+

WEBPAGE: The Arts Council's webpage will be updated with event and sponsor information.

Expected Audience: 40,000+

SOCIAL MEDIA: With an audience of over 17,000 spread across social media outlets

Expected Audience: 17,000+

FESTIVAL SIGNAGE: Distributed throughout the festival for visitors and festival attendees, signs includes event details, sponsor recognition, artist & vendor information, and Arts Council info.

Expected Reach: 1,000+

EARNED & PAID MEDIA The Festival is advertised for 4-6 weeks prior to launch through local news channels throughout Northern Utah, in addition to paid advertising campaigns on social media, and paid underwriting on regional radio stations. The Arts Council also leverages audiences through our host sponsor, Canyons Village at Park City Mountain Resort, widening our reach dramatically.

Expected Audience: 100,000+





Join the celebration!

This premiere package includes the most exposure for your company and brand, and receives the most recognition during all festival-related marketing.



Title Sponsorship

\$25,000 Benefits Include:

- Exclusive title sponsor recognition "Latino Arts Festival Presented by ____"
- Welcome remarks from company representative during the LAF Launch Event
- 25 tickets to Festival launch event with VIP opportunities to meet the artists
- Access into VIP Festival Lounge for all 3 days for up to 20 people
- Free drink tickets at VIP Festival Lounge
- Acknowledgement with logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, e-newsletters and 3 social media mentions
- Company website linked on Festival website, with premier logo display opportunities
- Opportunity to promote business with two booth (20x20) spaces at event (booth/contents to be approved by Arts Council) in main Festival area
- First right of refusal for presenting sponsorship of the 2025 Latino Arts Festival
- First pick of up to 10 volunteer positions for your staff



LATINO ARTS FEST

\$10,000 Sponsorship

Benefits include:

- 10 tickets to Festival launch event
- VIP Festival Lounge pass for 10 people
- Opportunity for product placement at event with 10x10 booth space in main Festival area
- Acknowledgement with logo on all print and electronic promotional materials, including on-site during the festival
- Acknowledgement from the festival stage during the event
- Acknowledgement in all press releases associated with the event, e-newsletters and two social media mentions
- Company website linked to logo on Festival website
- First pick of up to 10 volunteer positions for your staff

LATINO ARTS FEST

\$5,000 Sponsorship

Benefits include:

- A \$5,000 investment in your local Arts community
- 6 tickets to Festival launch event
- VIP Festival Lounge pass for 6 people
- Opportunity for product placement at event with 10x10 booth space in Festival corridor
- Acknowledgement of business name on print and electronic promotional materials
- Two social media cross promotions on social media and one e-newsletter.
- Company website linked on Festival website

LATINO ARTS FEST

\$2,500 Sponsorship

Benefits include:

- A \$2,500 investment in your local Arts community
- 2 tickets to Festival Launch event
- VIP Festival Lounge pass for 2 people
- Opportunity for product placement at event with 10x10 booth space in Festival corridor
- Acknowledgement of business name on electronic promotional materials
- One cross-promotion on social media
- Company website linked on Festival website



OTHER BUSINESS OPPORTUNITIES

SMALL BUSINESS BOOTH - \$1,000 (10 available) Are you a small Latino business that wants to have a booth at the Latino Arts Festival to promote your business? Join us June 14, 15, and 16 at the Canyons Village at Park City Mountain Resort! Each Sponsor Booth gets a 10x10 reserved booth space to activate your brand.

IN KIND SPONSORSHIP - We happily accept in-kind sponsorship inquiries, and are excited to work with you to design a sponsorship package to accomplish your company's goals.

Other past in-kind sponsorships have included:

- paid media & marketing
- artist lodging
- artist & volunteer meals
- catering
- food & beverage items
- printing

Please contact Jocelyn Scudder jocelyn@pcscarts.org
for more information about an In-Kind Sponsorship.





The Latino Arts Festival creates an opportunity for partnerships between Park City & Summit County's local Latinx and creative communities, artists, culinary vendors, musicians, dancers and corporate sponsors. In addition to celebrating the beauty of Latino Arts & Culture, this festival provides exposure for all those that participate, creatives and corporate sponsors, alike.

Demonstrate your commitment to furthering cultural engagement and education within our community by joining the Arts Council of Park City & Summit County as a 2024 Latino Arts Festival Sponsor.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We entertain cash and in-kind inquiries and we encourage you to suggest ideas for crafting the perfect sponsorship to fit your goals.

Contact Jocelyn Scudder at jocelyn@pcscarts.org