



# Fiesta

EN EL  
BICENTENNIAL PARK



14  Food Trucks	23  Musica	45  Balet Folklorico	16  Tequila
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## 2024 SPONSORSHIP PACKET



[www.jolietleda.org](http://www.jolietleda.org)

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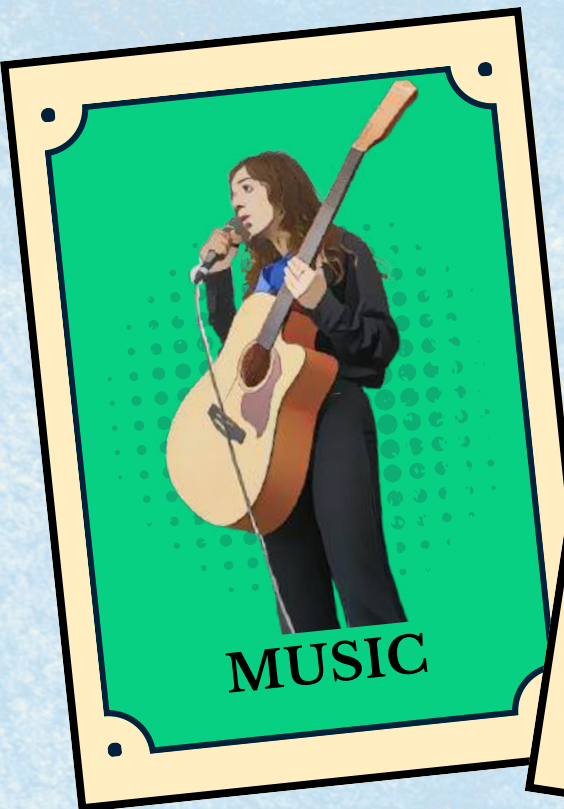
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# INTRODUCTION

The Joliet Latino Economic Development Association (LEDA) is proud to announce the highly anticipated fourth annual Latino music and food festival, Fiesta en el Bicentennial Park. Mark your calendars for Saturday, September 14, 2024, as Bicentennial Park transforms into a vibrant hub of cultural festivities. Get ready for an extraordinary experience that will showcase the very best of local Latino music, food, art, and community spirit.



# FIESTA EN EL BICENTENNIAL PARK

# SPONSORSHIP



By aligning your brand with Fiesta en Bicentennial Park, sponsors can foster appreciation among attendees and contribute meaningfully to the community by engaging with local businesses and organizations and supporting LEDA's ongoing programming. Sponsors benefit from prominent logo placement on festival materials, advertising space within programs or websites, brand ambassador opportunities for their employees, and the ability to offer exclusive experiences to their customers. This partnership allows sponsors to tap into a new audience, elevate brand recognition, generate goodwill, and enjoy a variety of other benefits.

Joliet LEDA, a non-profit organization, hosts Fiesta en Bicentennial Park to generate funds supporting small business owners and entrepreneurs in the Joliet area. Committed to the success and growth of the local business community, LEDA ensures that 100% of the proceeds directly go towards initiatives and programs that assist entrepreneurs at every stage of their journey. Sponsoring Fiesta en Bicentennial Park presents a unique opportunity for businesses to enhance brand recognition, connect with a growing Latino market, and forge positive associations while giving back to the community. Join us in celebrating Latino culture and unlocking the myriad benefits of sponsorship, making Fiesta en Bicentennial Park an unforgettable event for both sponsors and attendees alike.



# SPONSORSHIP APPLICATION

## SELECT SPONSORSHIP LEVEL(S)

**GRAN PADRINO - \$10,000**

RECOGNIZED AS MAIN SPONSOR  
PALOMA TEQUILA TENT SPONSOR  
LOGO ON ALL PRINT & DIGITAL  
CONTENT BANNER ON MAIN STAGE  
100 EVENT TICKETS



**EL CANTARITO - \$5,000**

LOGO DISPLAY ON PALOMA TENT BANNER  
LOGO ON ALL DIGITAL MATERIALS  
STAGE MENTIONS THROUGHOUT THE EVENT  
50 EVENT TICKETS



**LA BOTELLA - \$3,500**

LOGO DISPLAY ON THE CERVEZA TENT BANNER  
LOGO ON ALL DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
30 EVENT TICKETS

**EL SOL - \$3,000**

LOGO DISPLAY THROUGHOUT 'EL SOL' FAMILIA ZONE  
LOGO ON DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
30 EVENT TICKETS



**LA LUNA- \$2,500**

LOGO DISPLAY THROUGHOUT 'LUNA' ARTIST ZONE  
LOGO ON DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
25 EVENT TICKETS

**PARKING ZONE - \$1,000**

**Multiple spots available**  
LOGO DISPLAY THROUGHOUT PARKING ZONES  
LOGO ON DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
25 EVENT TICKETS



**EL MUSICO - \$5,000**

LOGO DISPLAYED ON MAIN STAGE  
LOGO ON ALL DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
50 EVENT TICKETS



A Distinctly Different Family of Companies

**LA ESTRELLA - \$3,500**

LOGO DISPLAYED ON 'LA ESTRELLA' STAGE  
LOGO ON ALL DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
35 EVENT TICKETS

**LA MANO - VOLUNTEER - \$3,000**

**Multiple spots available**  
COMPANY LOGO ON ALL VOLUNTEER T-SHIRTS  
LOGO ON ALL DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
30 EVENT TICKETS

**LA CHALUPA - \$2,500**

LOGO DISPLAY THROUGHOUT 'LA CHALUPA' VENDOR ZONE  
LOGO ON DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
25 EVENT TICKETS

**EL VALIENTE - \$2,500**

LOGO DISPLAY THROUGHOUT ENTRANCES AND SAFETY ZONES  
LOGO ON DIGITAL MARKETING  
STAGE MENTIONS THROUGHOUT THE EVENT  
25 EVENT TICKETS

**PADRINO - \$250**

**Multiple spots available**  
PADRINOS WILL RECEIVE A 1 YEAR MEMBERSHIP TO LEDA AND 25 TICKETS TO GIVE AWAY TO YOUR CUSTOMERS AND EMPLOYEES.



FIRST NAME:

LAST NAME:

PHONE #:

EMAIL:

BUSINESS NAME:

TOTAL DONATION:

[WWW.JOLIETLEDA.ORG](http://WWW.JOLIETLEDA.ORG)

ALL SPONSOR LEVELS WILL RECEIVE A 1 YEAR MEMBERSHIP TO THE LATINO ECONOMIC DEVELOPMENT ASSOCIATION. CHECKS CAN BE MADE PAYABLE TO JOLIET LEDA AND MAILED TO 310 N. OTTAWA ST JOLIET, IL 60432



# EVENT HIGHLIGHTS

## Empowering Local Businesses

LEDA plays a pivotal role in empowering local businesses and fostering community engagement. With over 40 local food and commercial vendors participating in our festivals, LEDA creates a vibrant marketplace that showcases the unique offerings of Joliet's entrepreneurial spirit. Additionally, LEDA goes beyond commercial vendors by offering space for community organizations to share valuable information. LEDA demonstrates its commitment to the local business community by prioritizing Joliet-based businesses for vendor spots, ensuring that they have a prominent presence in our festivals. Through these initiatives, LEDA empowers local businesses, amplifies their impact, and nurtures a thriving entrepreneurial ecosystem in Joliet.

## Celebration of Cultural Heritage

We are dedicated to empowering local talent and celebrating the rich cultural heritage of the community. Last year, we proudly hosted the inaugural performance of the Joliet Community Mariachi at our festival, providing a platform for talented local musicians to showcase their skills. Additionally, we have had the privilege of welcoming the captivating Ballet Folkloriko de Chicago to our stage, captivating audiences with vibrant traditional dances. Our commitment to showcasing diverse Latino music genres ensures that our community is treated to a wide range of musical experiences that celebrate cultural richness. Furthermore, we are honored to have the participation of el Consulado de Mexico, who leads the traditional el grito de independencia, marking an important moment in Mexican history. This year, we are thrilled to announce our partnership with local art organizations, adding another layer of creativity and cultural expression to our festival.



# FIESTA EN EL BICENTENNIAL PARK

# EVENT OVERVIEW

As a non-profit organization, Joliet LEDA organizes Fiesta en el Bicentennial Park to raise funds for programming to support Latino small business owners and entrepreneurs in the Joliet area.

## Details

Date: Saturday, September, 14th 2024

Time: 3 PM - 11pm

Location: Bicentennial Park



## Past Performers



**Alacranes  
Musical**



**Dareyes de la  
Sierra**



**Horoscopos de  
Durango**



**Joliet  
Community  
Mariachi**



**Mariachi  
Sirenas**



**ChiOax**



**Rival**



**Ballet  
Folklórico de  
Chicago**



**Ballet  
Folklórico  
Infinity**

# FIESTA EN EL BICENTENNIAL PARK

# SPONSORSHIP OVERVIEW



Zone Banners with your logo



Photo Opportunities with your logo

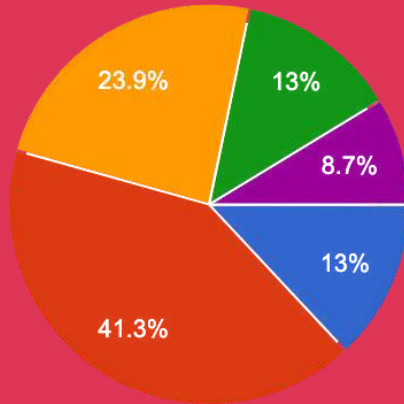


# FIESTA EN EL BICENTENNIAL PARK

# FESTIVAL STATS

## Age Group Attended

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



## Top Zipcode Attendance

60432    60433    60639  
 60435    60436    60707  
 60431



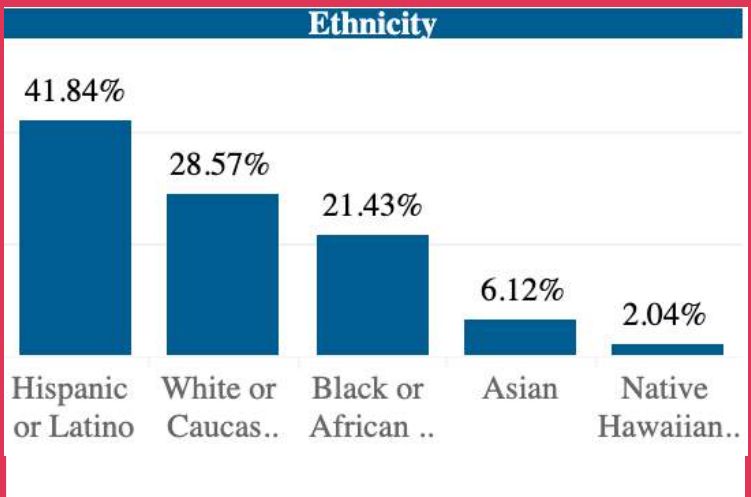
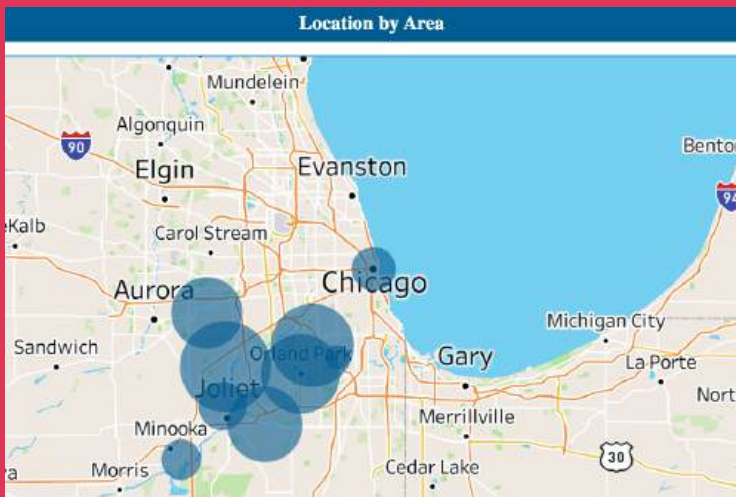
**\$40.85** average spent per person on food & drinks



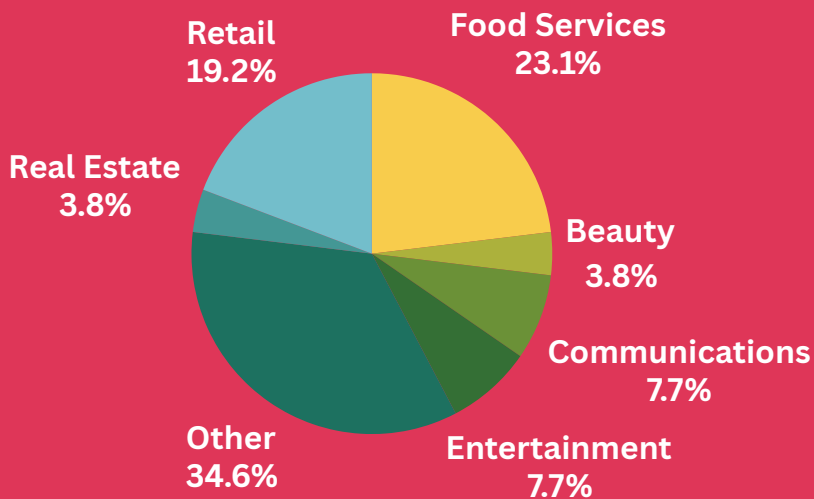
**\$23.50** average spent per person on retail items



## Our Reach



## Business Types



According to the Will County Center for Economic Development, Latino businesses make up only 6% of the total business in the region, but are 19% of the population.



# CUSTOMIZE YOUR SPONSORSHIP

As a true community partner, we work closely with you to create a customized sponsorship package to fit your organization's unique business objectives and needs.

For more information or partnership opportunities please contact:

Alex Paramo

[aparamo@jolietleda.org](mailto:aparamo@jolietleda.org)

LEDA Office: (815) 200-1065



## OUR CONTACT

Phone +1 815-200-1065

Email [info@jolietleda.org](mailto:info@jolietleda.org)

Website [www.jolietleda.org](http://www.jolietleda.org)

Office 310 N. Ottawa St. Joliet, IL 60432

FIESTA EN LA CALLE  
SPONSORSHIP PACKET