

D'Arcy
BUICK GMC



Fiesta

EN EL
BICENTENNIAL PARK

LEDA
JOLIET LATINO ECONOMIC DEVELOPMENT ASSOC.

2025 SPONSORSHIP PACKET

www.jolietleda.org



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FIESTA EN EL BICENTENNIAL PARK SPONSORSHIP PACKET



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 13, 2025, 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.



INTRODUCTION

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FIESTA EN EL BICENTENNIAL PARK SPONSORSHIP PACKET

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

\$30,000



- PRESENTING SPONSOR ON ALL MARKETING MATERIAL
- EXCLUSIVE LOGO PLACEMENT ON STAGES & ALTARS
- BRANDED VIP TENT AT FIESTA
- 1-MIN VIDEO FEATURE AT DDLM
- LOGO ON VOLUNTEER SHIRTS, WEBSITE, RECAP VIDEO
- 1 PREMIER GALA TABLE (10) + 100 FIESTA TICKETS

EL GRAN PADRINO

\$25,000



- PRESENT LATINO LEADER AWARD
- LOGO ON ALTAR, STAGE, AND ENTRANCES
- CO-BRAND A COMMEMORATIVE ITEM
- INCLUDED IN PRESS, SOCIAL, RECAP VIDEO
- LOGO ON VOLUNTEER SHIRTS
- 1 GALA TABLE (10) + 50 FIESTA TICKETS

LA CATRINA

\$20,000



- SPONSOR HEADLINE PERFORMANCE
- BRANDING ON STAGE SCREENS
- INTRODUCE ACT OR SPEAK ON STAGE
- LOGO ON ENTERTAINMENT MEDIA
- LOGO ON VOLUNTEER SHIRTS
- 6 GALA TICKETS + 25 FIESTA TICKETS

EL MÚSICO

\$15,000



- PRESENT YOUTH LEADER AWARD
- CO-SPONSOR STUDENT ALTARS OR SHOWCASES
- SIGNAGE AT KIDS ZONE & DDLM YOUTH AREAS
- LOGO ON CERTIFICATES, VOLUNTEER SHIRTS, AND MAP
- 6 GALA TICKETS + 15 FIESTA TICKETS

LA OFRENDA

\$7,500



- EXCLUSIVE BRANDING ON ALL VOLUNTEER SHIRTS
- LOGO AT CHECK-IN & APPRECIATION WALL
- SOCIAL MEDIA SPOTLIGHT + STAGE THANK-YOU
- 35 FIESTA TICKETS

LA MANO

\$5,000



- NAMING RIGHTS TO DINING PAVILION
- LOGO ON TENTS, TABLES, HYGIENE STATIONS
- LOGO ON VOLUNTEER SHIRTS
- "FEED THE FIESTA" SOCIAL MEDIA POST
- 2 VENDOR BOOTHS
- 35 FIESTA TICKETS

LA CHALUPA

\$3,000



- LOGO ON BEER & TEQUILA TENTS
- BRANDED CUPS OR DRINK TICKETS (IF AVAILABLE)
- LOGO ON VOLUNTEER SHIRTS
- 30 FIESTA TICKETS

EL BARRIL

\$1,500



- LOGO ON DIGITAL BANNERS, MAPS, THANK-YOU WALLS
- LOGO ON VOLUNTEER SHIRTS
- LEDA SOCIAL MEDIA MENTION
- 25 FIESTA TICKETS

EL MUNDO

\$500



- 1-Year LEDA Membership
- Vendor booth at Fiesta
- Logo on digital map & webpage
- 25 Fiesta Tickets
- ~~X~~ No volunteer shirt branding

EL CANTARITO

FIRST NAME:

LAST NAME:

PHONE #:

EMAIL:

BUSINESS NAME:

TOTAL DONATION:

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

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FIESTA EN EL BICENTENNIAL PARK SPONSORSHIP PACKET

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
HIGHLIGHTS**

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FIESTA EN EL BICENTENNIAL PARK SPONSORSHIP PACKET

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**



**Horoscopes de
Durango**



**Joliet
Community
Mariachi**



**Mariachi
Sirenas**



ChiOax



Rival



**Ballet
Folklorico de
Chicago**



**Ballet
Folklorico
Infinity**



EVENT OVERVIEW



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FIESTA EN EL BICENTENNIAL PARK SPONSORSHIP PACKET



Photo
Opportunities
with your logo



Zone Banners
with your logo



SPONSORSHIP OVERVIEW

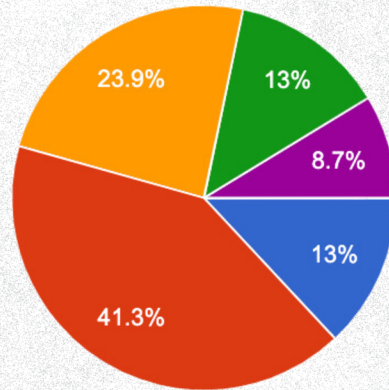


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FIESTA EN EL BICENTENNIAL PARK SPONSORSHIP PACKET

Age Group Attended

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



Top Zipcode Attendance

60433	60639
60436	60707
60431	60432
	60435



\$40.85 average
spent per person
on food & drinks



\$23.50
average
spent per
person
on retail
items



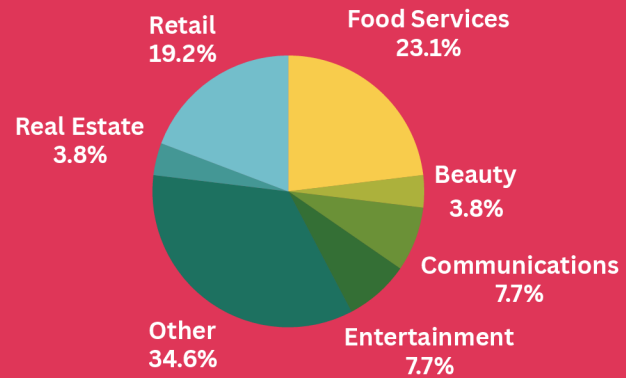
FESTIVAL STATS

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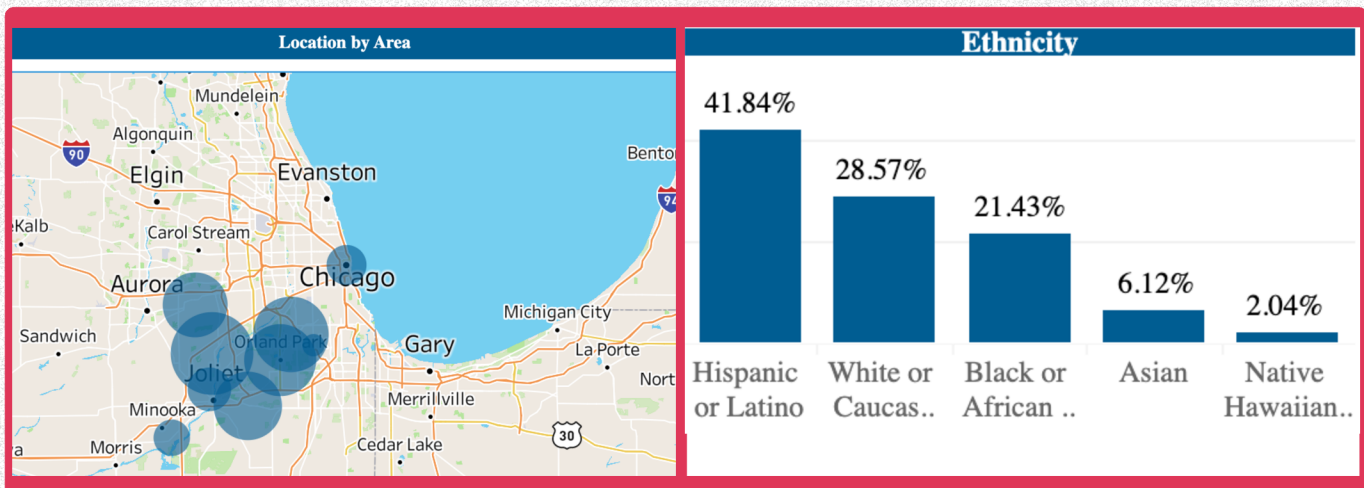


According to the Will County Center for Economic Development, Latino businesses make up only 6% of the total business in the region, but are 19% of the population.

FIESTA EN EL BICENTENNIAL PARK SPONSORSHIP PACKET



OUR REACH



LEDA REACH



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FIESTA EN EL BICENTENNIAL PARK SPONSORSHIP PACKET

OUR CONTACT

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For more information or partnership opportunities, please contact:

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SEE YOU AT FIESTA