

FESTIVA

EM LA
PLAZA

LEDA
JOLIET LATINO ECONOMIC DEVELOPMENT ASSOC.



SPONSORSHIP PACKET

SUNDAY

13

12:00 P.M.

SEPTEMBER

91 N CHICAGO ST, JOLIET, IL 60432

FESTIVAL

EN LA
PLAZA

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FIESTA EN LA PLAZA

INTRODUCTION

The Joliet Latino Economic Development Association (LEDA) is excited to announce our highly anticipated 6th Annual Latino Music and Food Festival, Fiesta en la Plaza. Mark your calendars for Sunday, September 13th, 2026, from 12:00 PM to 8:00 PM, as Joliet City Square comes alive and Fiesta returns to La Calle for an unforgettable celebration of culture, community, and connection.

Get ready for an unforgettable experience showcasing the very best of local Latino music, delicious food, art, and community pride.



FIESTA EN LA PLAZA

SPONSORSHIP

By partnering with Fiesta en la Plaza, the Annual Latino Music and Food Festival, sponsors can connect with an enthusiastic, engaged audience and make a meaningful impact by supporting local businesses and LEDA's ongoing programs. Sponsors enjoy prominent logo placement on festival materials, advertising in programs and online, brand ambassador opportunities for employees, and the chance to create exclusive experiences for their customers. This partnership lets sponsors reach new audiences, boost brand visibility, build goodwill, and be part of the excitement as Fiesta returns to La Plaza for an unforgettable celebration!



Joliet LEDA, a non-profit organization, hosts Fiesta en la Plaza, the Annual Latino Music and Food Festival, to raise funds supporting small business owners and entrepreneurs in the Joliet area. Dedicated to the growth and success of the local business community, LEDA ensures that 100% of proceeds directly fund programs and initiatives that help entrepreneurs thrive at every stage. Sponsoring Fiesta en la Plaza offers businesses a unique opportunity to boost brand visibility, connect with a vibrant and growing Latino market, and build positive community connections. Join us in celebrating Latino culture and enjoy the many benefits of sponsorship, making Fiesta en la Plaza an unforgettable experience for sponsors and attendees alike



SPONSORSHIP

APPLICATION

EL GRAN PADRINO

\$25,000

- 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)

LA CATRINA

\$20,000

- 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)

EL MÚSICO

\$15,000

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

LA OFRENDA

\$10,000

- 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

LA CHALUPA

\$7,500

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

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

EL BARRIL

\$2,500

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

EL MUNDO

\$1,250

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

EL CANTARITO

\$500

- 1-YEAR LEDA MEMBERSHIP
- VENDOR BOOTH AT FIESTA
- LOGO ON DIGITAL MAP & WEBPAGE
- ☒ NO VOLUNTEER SHIRT BRANDING

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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EVENT HIGHLIGHTS

EMPOWERING LOCAL BUSINESSES

LEDA plays a vital role in empowering local businesses and sparking community connections. With over 40 local food and commercial vendors at our festivals, LEDA creates a lively marketplace that celebrates the creativity, flavor, and entrepreneurial spirit of Joliet. Beyond vendors, we provide space for community organizations to share resources and engage with attendees, making our festivals a hub of information and connection. By prioritizing Joliet-based businesses for prime vendor spots, LEDA ensures they shine front and center. Through these initiatives, LEDA amplifies local business impact, fosters growth, and fuels a thriving entrepreneurial community in Joliet.

CELEBRATION OF CULTURAL HERITAGE

We are passionate about empowering local talent and celebrating the rich cultural heritage of our community. Last year, we proudly hosted the inaugural performance of the Joliet Community Mariachi, giving talented local musicians a stage to shine. We've also welcomed the captivating Ballet Folkloriko de Chicago, thrilling audiences with vibrant traditional dances. Our dedication to showcasing diverse Latino music genres ensures festival-goers enjoy a wide range of performances that honor cultural richness. We are also proud to feature el Consulado de México, leading the traditional el grito de independencia, a cherished moment in Mexican history.

FIESTA

EN LA PLAZA

EVENT OVERVIEW

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

DETAILS

DATE: SUNDAY, SEPTEMBER, 13TH 2026

TIME: 12:00 PM - 8:00 PM

LOCATION: JOLIET CITY SQUARE

PAST PERFORMERS



**ALACRANES
MUSICAL**



**DAREYES DE LA
SIERRA**



**HOROSCOPOS
DE DURANGO**



**JOLIET
COMMUNITY
MARIACHI**



**MARIACHI
SIRENAS**



CHIOAX



RIVAL



**BALLET
FOLKLORICO
DE CHICAGO**



**BALLET
FOLKLORICO
INFINITY**

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SPONSORSHIP OVERVIEW



PHOTO
OPPORTUNITIES
WITH YOUR
LOGO



YOUR
LOGO
HERE

ZONE BANNERS
WITH YOUR LOGO



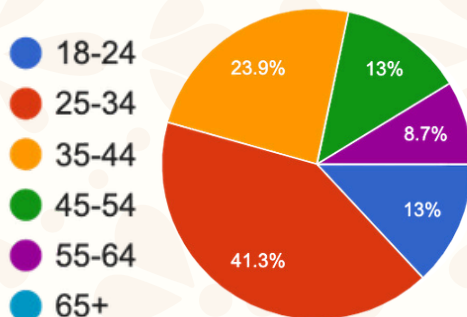
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LOGO
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FESTIVAL STATS

AGE GROUP ATTENDED



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



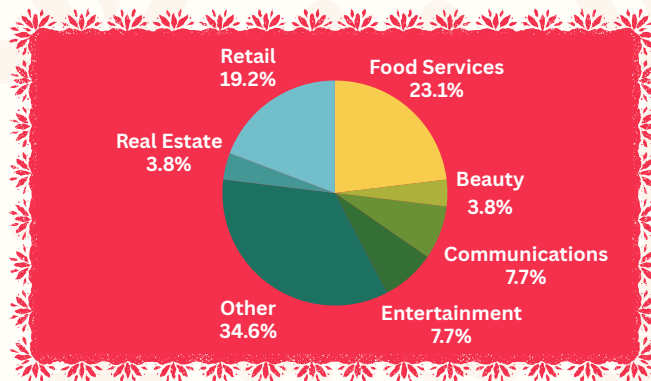
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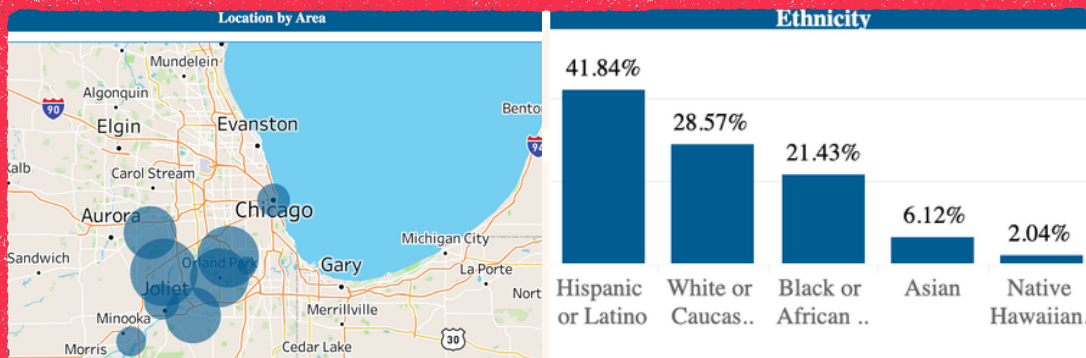
LEDA REACH



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.



OUR REACH



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OUR CONTACT

PHONE: +1 815-200-1065

EMAIL: INFO@JOLIETLEDA.ORG

WEBSITE: WWW.JOLIETLEDA.ORG

OFFICE: 310 N. OTTAWA ST. JOLIET, IL 60432

For more information or partnership opportunities, please
contact:

Aimee Navarro

ainavarro@jolietleda.org

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