



26th Annual
**“Sabor De
Mexico Lindo
Downtown
Festival”**

Presented By:

The Greater Huntington Park Area

CHAMBER OF COMMERCE

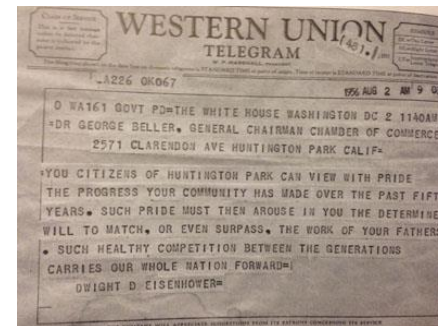
Major Hispanic
Event Saluting
**“National
Hispanic
Heritage
Month”**



About Our Chamber



- Its lineage traces back to the year 1905 by the City Fathers. From Board of Trade to Pacific Boulevard Association to the existing Chamber of Commerce.
- Always effective in attracting new industry and businesses into the City.
- Advocate for small and large businesses in the community.
- Works with local government to improve quality of living and shopping for residents and visitors.





About Our Chamber



- Major force in helping rejuvenate the downtown business district after its fatal decline in the 1960's and early 1970's.
- In 1992, after L.A. riots, many businesses closed, no new businesses interested in opening in the City.
- As the lead organization, created "Revive and Revisit Shop in HP" program with a Grand Reopening Event, supported by media and government.
- Created two major downtown events to attract people to the downtown area, and showcase businesses with their services.





Event History and Overview



- First Event Presented in 1992 and Attracts over 100k in attendance, Saluting National Hispanic Heritage Month and the Culture of Mexico.
- 26 Years Later, the event attracts over 100,000 throughout the Los Angeles County and San Bernardino County and other areas.
- Over 100 exhibit spaces showcasing Latin Artifacts, Foods from around the world, Retail Businesses Promotions, Live Entertainment, Amusement Rides, much more.
- Huntington Park Recognized as the Liveliest City for Great Events.



Demographics

- During excellent weather, attracts nearly 200,000 people during its three-days
- Five miles southeast from downtown Los Angeles.
- Average attendee travels within 35-mile radius.
- Hours of the event are Friday: 5 pm-11pm, Saturday: 11am-11pm and Sunday: 11am-10pm
- Nine-continuous downtown city-blocks on Pacific Blvd. from Florence Ave. to Randolph St., (equivalent to nearly 12 residential blocks)





Demographics...Continued

- The median age of the attendees is 30 years-old.
- Thirty-three percent (33%) of the Festival attendees are between the ages of 22 to 35.
- Forty-five percent (45%) of the attendees are between 36 to 55 years of age.
- Average family of four members with a median household-income of \$34k.





Corporate Opportunities

The Greater Huntington Park Area Chamber of Commerce is proud to present the **Highly Successful and Popular Major Downtown Festival of “Sabor De Mexico Lindo”** that offers major corporations, small businesses and organizations the opportunity to promote and/or sell their products or services to **hundreds of thousands attendees.** The event also offers the opportunity to Salute “National Hispanic Heritage Month.”

For your consideration, the Chamber of Commerce is pleased to offer various packages that will meet the needs of the business. the following proposals for the **26th Anniversary “Sabor De Mexico Lindo Downtown Festival.”**

- ▶ **Main Stage Presenter (Platinum)**
- ▶ **Block Sponsor (Gold)**
- ▶ **Mid-Block Sponsor (Silver)**
- ▶ **Corporate Event Activity Sponsor**
 - ▶ Plaza De Mariachi
 - ▶ Health Fair
- ▶ **Corporate Exhibitor Participant**



Proud Partners - TV, Radio, Publication, Social Media

The event is highly publicized with our media partners - television, radio, publications, participants, and their viewers and readers and social media subscribers. Plus the Chamber's social media, email database, printed distribution to residents and businesses.... Millions of viewers combined.



Sabor a Mexico Lindo October

This Annual event spans over three days in the heart of Huntington Park. Featuring an array of games, food, amusement park rides, arts & crafts, and much more!!



Call us to begin promoting and featuring your business in the Los Angeles' Largest Festival Saluting Hispanic Heritage Month. Please feel free to contact our Offices.



Leticia Martinez, Executive Director/CEO
6725 Seville Ave.
Huntington Park, CA 90255
Office: 323.585.1155
Email: LMartinez@HPChamber.org