



23RD ANNUAL
CELEBRATION
SALUTING NATIONAL
HISPANIC HERITAGE
MONTH
OCTOBER 2, 3 AND 4, 2015



Huntington Park, California

Presented By

The Greater Huntington Park Area

CHAMBER OF COMMERCE



Overview

- Largest Three-Day Festival Saluting National Hispanic Heritage Month and the Culture of Mexico, presented in the month of October.
- The event attracts thousands of families throughout the Los Angeles County and San Bernardino County and other areas.
- Offers a large Hispanic Marketing for Corporations to Promote their Products, and Services.
- Over 100 exhibit spaces showcasing Latin Artifacts, Foods from around the world, Retail Businesses Promotions, Live Entertainment, Amusement Rides, much more.





SPECIAL GUESTS

- Every Year, the Downtown Festival Recognizes a Special Guest/Celebrity as a Grand Marshal of the event.
- Each Guest is presented a Plaque from the Chamber of Commerce and a "Key To The City" by the Mayor and City Council.
- Some of the Guests Honored were: Actor/Director/Producer Edward James Olmos, Actress Carmen Salinas, TV Reporter Myrka Dellanos, Spanish Singer Ana Barbara, Actor Pablo Azar.





EVENT DEMOGRAPHICS

- Sabor De Mexico Lindo - Downtown Festival" attracts approximately 200,000 people during its three-day presentation.
- The Festival is created on nine-continuous downtown city-blocks on Pacific Blvd. from Florence Ave. to Randolph St. in Huntington Park, California, five miles southeast from downtown Los Angeles.
- Surveys indicate that the attendees travel to the annual Festival from the counties of Los Angeles, Riverside, San Diego, Santa Bernardino and others. The average attendee travels to the Festival within a 25-mile radius.





EVENT DEMOGRAPHICS...

continued

- Twenty-three percent (23%) of the Festival attendees are between the ages of 22 to 35. Twenty-eight percent (28%) of the attendees are between 36 to 55 years of age. The majority of the individuals attending is female.
- An average of family of four members attends the event with a median household income of \$34k.
- The Festival is open to the public free of charge. It provides samplings, new-products promotions, health checks, nutrition family planning and numerous free services.





PAST AND PRESENT SPONSORS

- Presenting Sponsors in the Past Have Been General Motors, The Home Depot, Southern California Ford and Castrol GTX.
- Major Corporate-Sponsors during the past 20 years include Disneyland Resort, Chase Bank, State Farm Insurance, Wells Fargo, Hershey's, Verizon Wireless, Amway and many others.
- Major sponsors of Sabor De Mexico Lindo vary each year from those competing for either an Exclusive or Semi-Exclusive Level of Exposure to the basic Corporate-Participant. The Semi-Exclusive Sponsors are positioned on opposite venue-sites of the five block festival.





PAST AND PRESENT MEDIA PARTNERS

- Have maintained great media partnerships for years.
- Offer the event publicity with television commercials, and radio announcements and print advertisements.
- In addition, promotions on the live news segments, TV show airings, and radio live remotes before, during and after the event.
- Other avenues of publicity include our media partners social networks and website publicity.





SPONSORSHIP VALUE

- The Presenting-Platinum and Gold Festival-Sponsors receive additional value-plus benefits. These benefits include logo and/or name recognition on several on all event media advertisements, three two-face horizontal banners installed at key intersections in the Downtown Shopping-District.
- In addition, each of the main concert-stages will be recognized as one of the main sponsor's-stage.
- Other value-plus benefits include Sponsor Recognition as the Host of the Festival's "Opening-Night Gala Reception," and also the host of the "VIP Reception Lounge," where complimentary food and beverages are served to the Talent, Festival Sponsors and Special Invited Guests.



**A MAJOR HISPANIC DOWNTOWN EVENT THAT
PAYS TRIBUTE TO NATIONAL HISPANIC HERITAGE
MONTH FOR OVER 22 YEARS!**



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