



Downtown Long Beach 3rd Annual

Latin American Parade & Festival

For More Information Please Contact:

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www.downtownlongbeach.org

Presented by:



Latin American Parade & Festival

September 10, 2011

The North Pine area of Downtown Long Beach will become a high-energy Latin street festival for an evening of dancing, authentic cuisine, live art and more!

- Latin American Parade featuring more than 50 entries
- Main stage with live musical performances
- Dance floor with live demonstrations and lessons
- Professional dance performances
- Authentic Latin American food vendors

Event Statistics:

- Event Attendance: 7,500
- Target Age: 21-64
- Advertising/Promotional Campaign Value: \$75,000

Promotional Opportunities:

- Title Sponsorship
- Parade/Float Naming Rights
- Stage Naming Rights
- Logo Inclusion
- Banner Placement
- Sampling/Vendor Booths



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2010 Event Highlights:

- Latin American Parade down Pine Avenue featuring more than 50 entries
- Festival area featured more than 50 vendors
- Children's Activity Area in partnership with MoLAA/LB Arts Council
- More than 7,500 attendees
- Free salsa and tango dancing lessons
- 6 hours of live entertainment on the Long Beach Airport Main Stage
- Community Partners:
 - Offices of Council Members Garcia and Lowenthal
 - Museum of Latin American Art
 - Long Beach Arts Council
 - East Village Association





Sponsorship Opportunities

Presenting Sponsorship - \$10,000: Event naming rights (eg: 'Latin American Parade & Festival Presented by XYZ Corp.');

2 parade entries; placement of 10 banners at event; logo on all promotional materials; logo and link on website; sampling opportunities; collateral distribution opportunities; 1 10'x10' display booth; 1 500 word editorial in *Downtown Scene* e-newsletter (Distribution: 20,000).

Partner Sponsorship - \$7,500: Festival naming rights; 1 parade entry; placement of 7 banners at event; logo on promotional materials; logo and link on website; sampling opportunities; collateral distribution opportunities; 1 display booth; 1,250 word editorial in *Downtown Scene* e-newsletter.

Stage Sponsorship - \$5,000: Main Stage naming rights; placement of 5 banners at event; logo on promotional materials; logo and link on website; sampling opportunities; collateral distribution opportunities.

Associate Sponsorship - \$2,500: Placement of 3 banners at event; logo on promotional materials; logo and link on website; sampling opportunities; collateral distribution opportunities.

***Community Sponsorship packages can be customized starting at \$1,000. Please inquire for additional information.*





Downtown Long Beach: Where Southern California Comes to PLAY!

Downtown Long Beach is one of Southern California's most unique waterfront urban destinations. With world class attractions like the legendary Queen Mary, the Aquarium of the Pacific and the Museum of Latin American Art, Downtown Long Beach is among the top destinations for hundreds of thousands of annual visitors.

Long Beach is California's sixth largest city and with more than 3,000 residential units recently completed in the Downtown area, there are more than 500,000 consumers who live, work and play within a few miles of our urban center.

The Downtown Long Beach Associates produces a series of dynamic public events throughout the year that attract a diverse audience, including local residents and visitors from Los Angeles and Orange County.

These events provide unique opportunities to showcase our partners to thousands of event-goers with wide-ranging interests and backgrounds.

We welcome the opportunity to customize a partnership that works for you!



Downtown Long Beach Area Demographics

- 6th Largest City in California
- 491,464: Population
- 31: Average Resident Age
- 43,100: Jobs in Downtown
- \$2.3 Billion: Combined Annual Earnings of Downtown Employees
- 16,000+: Number of Households in Downtown
- \$98,181: Average Household Income
- 5.5 Million: Number of Visitors Annually
- 41%: Percentage of Long Beach Population that is Latin American, making up the City's (and region's) largest ethnic population
- \$860 Billion: Amount of disposable income controlled by Latin Americans in the U.S. (more than any other minority group)

