



# 2024 fiesta

BROADWAY







Since its inception in 1990, Fiesta Broadway has become a staple celebration of Mexican and Latin American culture in downtown Los Angeles. Drawing 200k attendees, it has grown into the ultimate Cinco de Mayo extravaganza, having featured iconic musicians like Tito Puente, Celia Cruz, Selena, and Marc Anthony.

This lively event offers delectable Latin American cuisine and a variety of cultural vendors.

Fiesta Broadway is triumphantly returning on April 28th, 2024, promising a vibrant and unforgettable experience that captures the essence of Mexican and Latin American traditions.



**Watch Video Presentation**





# HISPANIC POPULATION FACTS

## LOS ANGELES DMA

**4.9 MILLION**

The Hispanic/Latino population in Los Angeles according to 2021 Census estimates. People of Hispanic/Latino origin are the county's largest ethnic/racial group in Los Angeles, making up 49% of the population.

Los Angeles had the largest Hispanic/Latino population of any county in the United States.

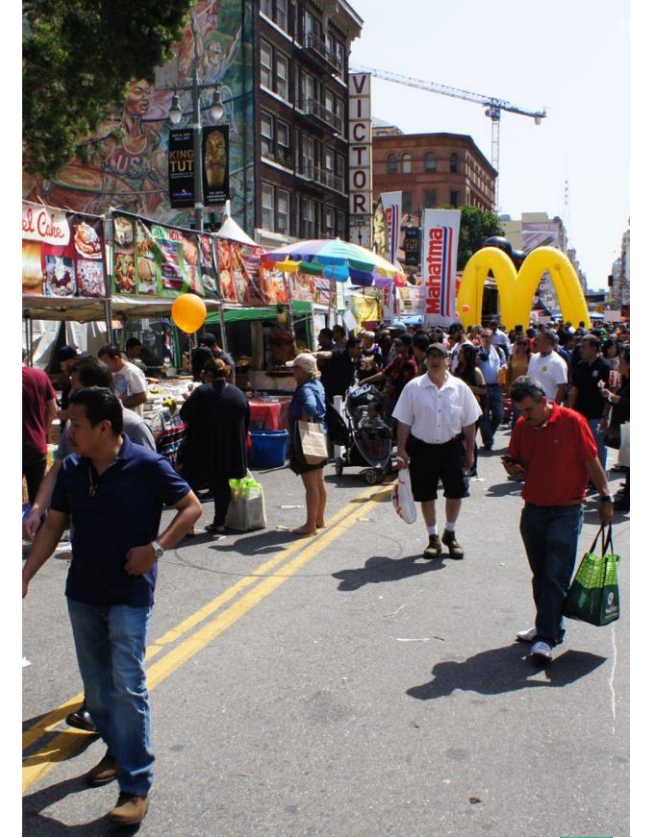
**5.3 MILLION**

Projected Hispanic/Latino population for Los Angeles, in 2060, according to the California Demographic Research Unit. This projection would make the Hispanic/Latino population 54% of the population by that year.

**47**

Number of cities, among Los Angeles 88 incorporated cities, in which Hispanics/Latinos were the largest ethnic/racial group, according to 2021 Census estimates.





# FIESTA BROADWAY DELIVERS

# FIESTA BROADWAY RETURNS



**COUNCILMEMBER  
KEVIN DE LEÓN**  
14TH COUNCIL DISTRICT  
CITY OF LOS ANGELES

**“ I am thrilled to welcome everyone to the vibrant and diverse City of Los Angeles as we celebrate the triumphant return of Fiesta Broadway, just in time for the festive Cinco de Mayo celebrations. It's a joy to see this beloved event return, bringing our community together in the heart of our great city. I am immensely proud to be a part of the team that has worked tirelessly to make this happen, and I look forward to embracing the rich cultural tapestry of Los Angeles with you all. Let's come together, share in the spirit of unity, and make this Fiesta Broadway a memorable and joyous celebration for everyone! ”**



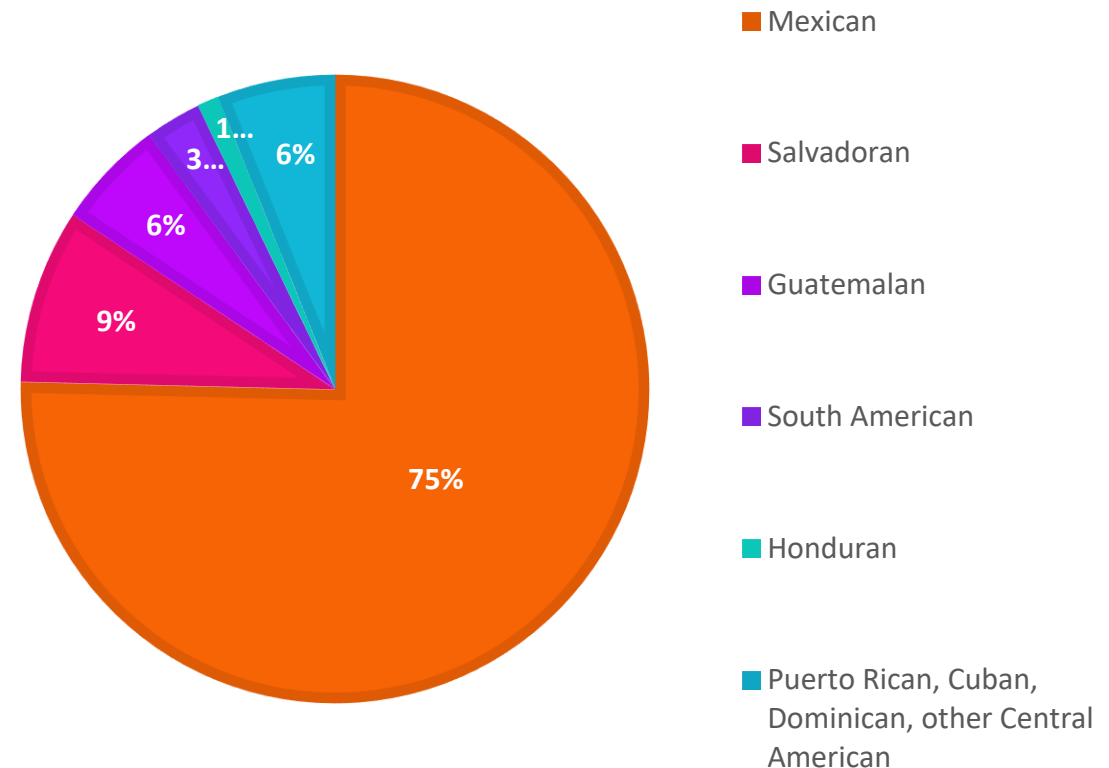


# ELEVATE YOUR BRAND

Connect with a vast Southern California audience, including Mexican, Central, and South American communities.

Gain exposure in LA, the nation's largest Latino market, and align your brand triumphs with local, regional, and international Hispanic marketing goals. Secure your spot for impactful face-to-face engagement.

## HISPANIC/LATINO POPULATION IN LOS ANGELES COUNTY



# INVOLVEMENT OPPORTUNITIES

## Title Sponsor - \$300,000

### Product Exclusivity

- **Top Billing:** Secure the spotlight as the Title sponsorship of Fiesta Broadway 2024.
- **Unparalleled Exposure:** Maximize visibility through Radio, TV, and Print, along with on-site branding and signage. Your pavilion booth will be strategically located close to the stage.
- **VIP Excellence:** Access the most exclusive VIP experience, including backstage access, private meet-and-greets, and more.
- **Online Presence** - Recognized as the TITLE SPONSOR with a hyperlink to your website.
- **Fiesta Broadway Social Media** - Up to 5 posts per week across all major platforms (Facebook, Instagram, Twitter) leading up to the event.
- **Digital Marketing** on all pre-event advertising as a Title Sponsor to Fiesta Broadway targeted audience:
  - Targeted Display Ads – 312,500 Impressions
  - GEO Fencing Ads – 312,500 Impressions
  - Pre-Roll Video Ads – 111,111 Impressions
  - CTV – 62,500 Impressions
  - Zip Code TV – 208,333 Impressions
  - Audio – 83,333Total digital Impressions: 1,090,277

# INVOLVEMENT OPPORTUNITIES

## Presenting Sponsor - \$150,000

- **“Presented by”:** E Be the exclusive presenter with naming rights and a VIP booth close to the stage.
  - **Ultimate Exposure:** Integrate your branding seamlessly into Radio, TV, Print, and the event itself.
  - **VIP Excellence:** Access the most exclusive VIP experience, including backstage privileges.
  - **Online Presence:** Recognized as the Presenting Sponsor on the website with a hyperlink to your site.
  - **Social Media Exposure:** Up to 3 posts per week across all major platforms leading up to the event.
  - **Digital Marketing** on all pre-event advertising as a Title Sponsor to Fiesta Broadway targeted audience:
    - Targeted Display Ads – 156,250 Impressions
    - GEO Fencing Ads – 156,250 Impressions
    - Pre-Roll Video Ads – 55,556 Impressions
    - CTV – 31,250 Impressions
    - Zip Code TV – 104,167 Impressions
    - Audio – 41,667 Impressions
- Total Digital Impressions: 545,140 Impressions**





# PRESENTING & TITLE

## SPONSORSHIPS ARE *BRAND STRATEGIC*

### General requirements...

Early sell-in – long-lead budget allocation

New product or brand launch platform

Brand commitment to leverage investment

Multi-year



# INVOLVEMENT OPPORTUNITIES

## Stage Sponsor - \$100,000

Exclusive sponsorship of the main music stage

- **Headline Exposure:** Your brand takes center stage on the main stage LED screen.
  - **Comprehensive Promotion:** Extensive recognition across all event promotions on Radio, TV, and Print.
  - **VIP Excellence:** Access the most exclusive VIP experience, including backstage privileges.
  - **Online Presence:** Recognized as a Stage Sponsor on the website with a hyperlink to your site.
  - **Social Media Exposure:** Up to 2 posts per week across all major platforms leading up to the event.
  - **Digital Marketing** on all pre-event advertising as a Title Sponsor to Fiesta Broadway targeted audience:
    - Targeted Display Ads – 100,000 Impressions
    - GEO Fencing Ads – 100,000 Impressions
    - Pre-Roll Video Ads - 35,556 Impressions
    - Zip Code TV – 66,667 Impressions
    - Audio - 26,667 Impressions
- Total Digital Impressions: 348,890**





# INVOLVEMENT OPPORTUNITIES

## Block Sponsor - \$50,000

Dominate Broadway:

- Exclusive Sponsorship: Dominate a festival block with your logo prominently displayed.
- Premium Exposure: Extensive recognition in all marketing materials.
- VIP Experience: Enjoy VIP access, hospitality, and exclusive opportunities.
- Online Presence: Recognized as a Block Sponsor on the website with a hyperlink to your site.
- Social Media Exposure: Up to 2 posts per week across all major platforms leading up to the event.
- **Digital Marketing** on all pre-event advertising as a Title Sponsor to Fiesta Broadway targeted audience:
  - Targeted Display Ads – 312,500 Impressions
- Total digital impressions: 312,500



# INVOLVEMENT OPPORTUNITIES

## Custom Pavilion Sponsor - \$15,000 to \$30,000

- Provided for Tailored Experiences: Customize your own branded pavilion for an exclusive presence.
- High Visibility: Prime location for your pavilion along the festival route.
- Custom Exposure: Extensive logo placement and featured prominently in marketing materials.
- VIP Experience: Enjoy VIP access, hospitality, and exclusive opportunities.
- Online Presence: Recognized as a Custom Pavilion Sponsor on the website with a hyperlink to your site.
- Social Media Exposure: Up to 1 post every two weeks across all major platforms leading up to the event.
- **Digital Marketing** on all pre-event advertising as a Title Sponsor to Fiesta Broadway targeted audience:
  - Targeted Display Ads – 250,000 Impressions

Total digital impression: 250,000





# INVOLVEMENT OPPORTUNITIES

## Super Booths (10x20) - \$10,000

- 10x20 Booth Space: Secure a larger booth space along Broadway to showcase your products or services.
- Exposure: Logo and company name featured in event marketing materials.
- VIP Experience: Enjoy VIP access, hospitality, and exclusive opportunities.
- On-Site Branding: Opportunity for signage and branding at the event.
- On-Site Branding: Opportunity for signage and branding at the event.
- Social Media Exposure: Up to 1 post every two weeks across all major platforms leading up to the event.



## Booths (10x10) - \$7,500

- 10x10 Booth Space: Secure a booth space along Broadway to showcase your products or services.
- Exposure: Logo and company name featured in event marketing materials.
- VIP Experience: Enjoy VIP access, hospitality, and exclusive opportunities.
- On-Site Branding: Opportunity for signage and branding at the event.
- Social Media Exposure: Up to 1 post every three weeks across all major platforms leading up to the event



# THANKS FOR WATCHING

By becoming a sponsor, you'll not only seize unparalleled brand exposure but also contribute to an event that celebrates diversity, culture, and community. Let's come together to make Fiesta Broadway 2024 an unforgettable experience. Thank you for considering this partnership, and we look forward to welcoming you to the Fiesta Broadway family!



Fiesta Broadway is an event owned by FIESTA BROADWAY LLC.  
The event will be produced by:  
UNO PRODUCTIONS INC & ALL ACCESS TALENT INC.

To discuss how you can become a Fiesta Broadway sponsor, please contact us at:  
Office: (719)-623-2777

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