

¡LATINFEST!

SEPTEMBER 23, 2023

What is LatinFest?

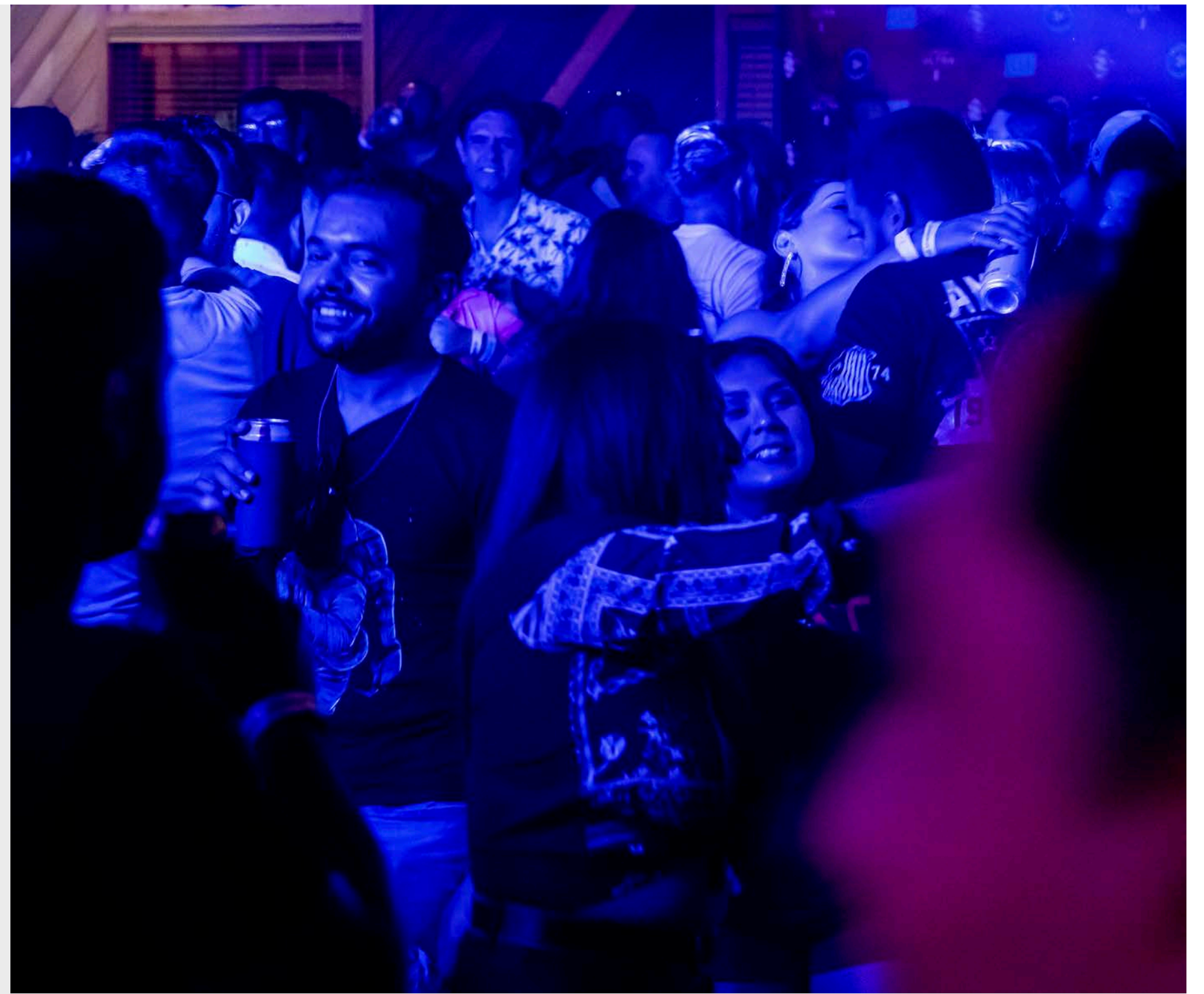


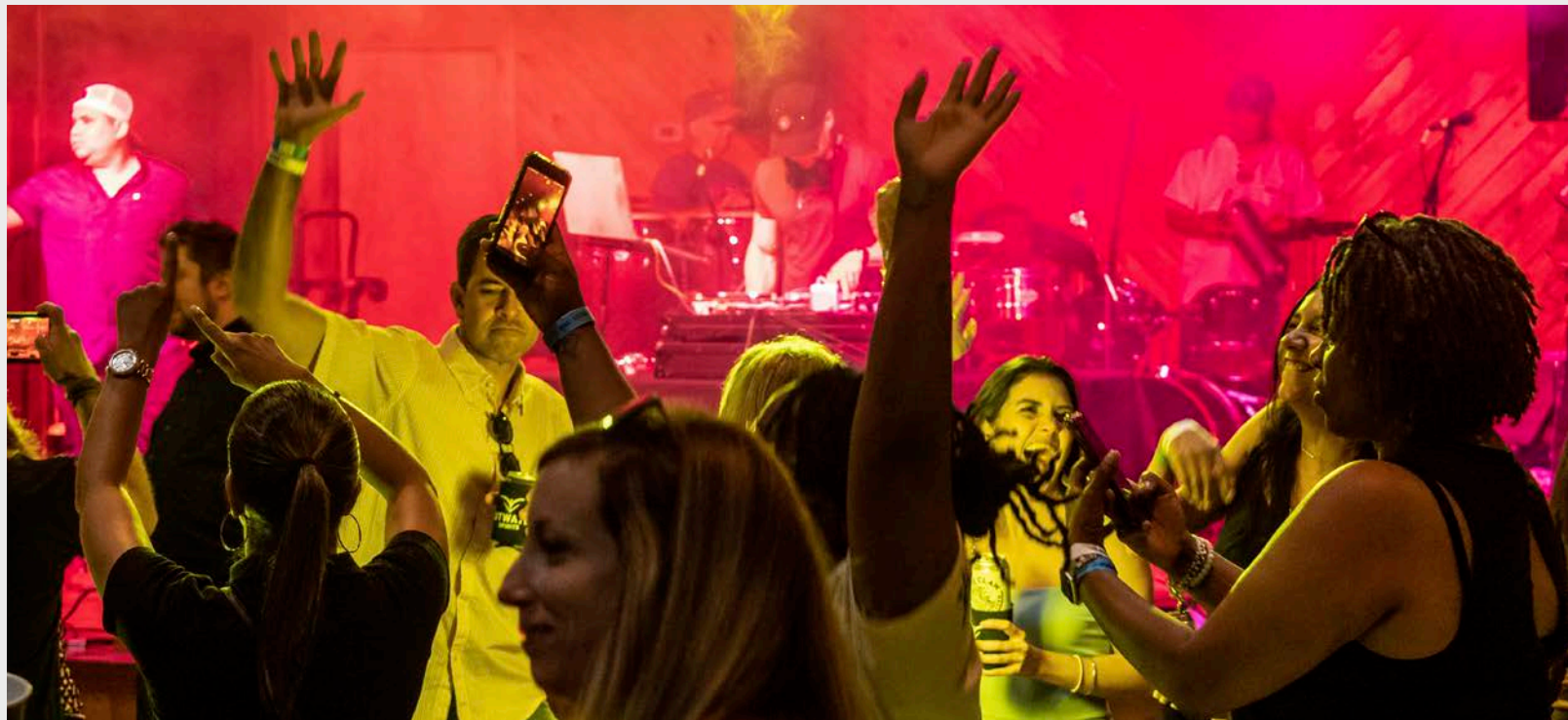
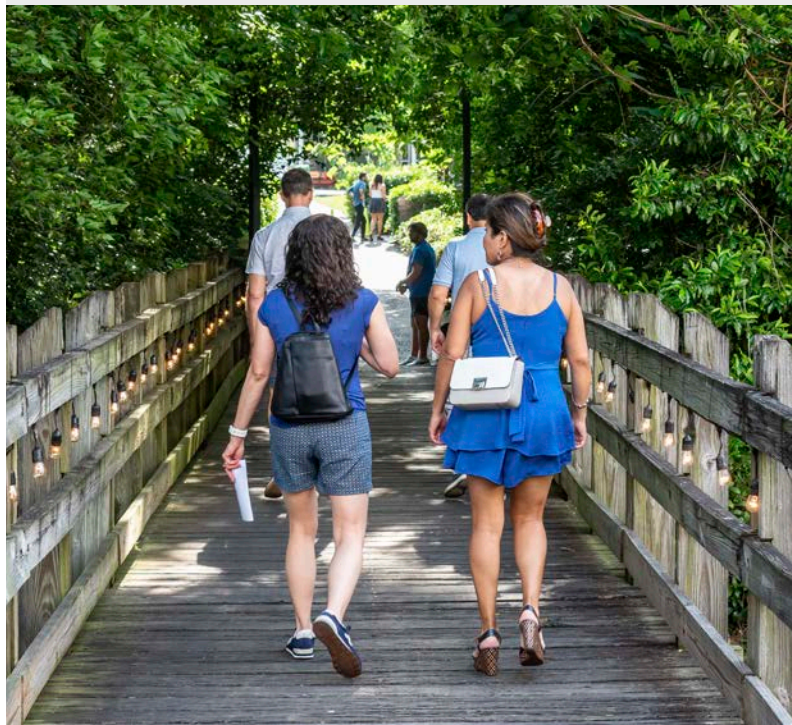
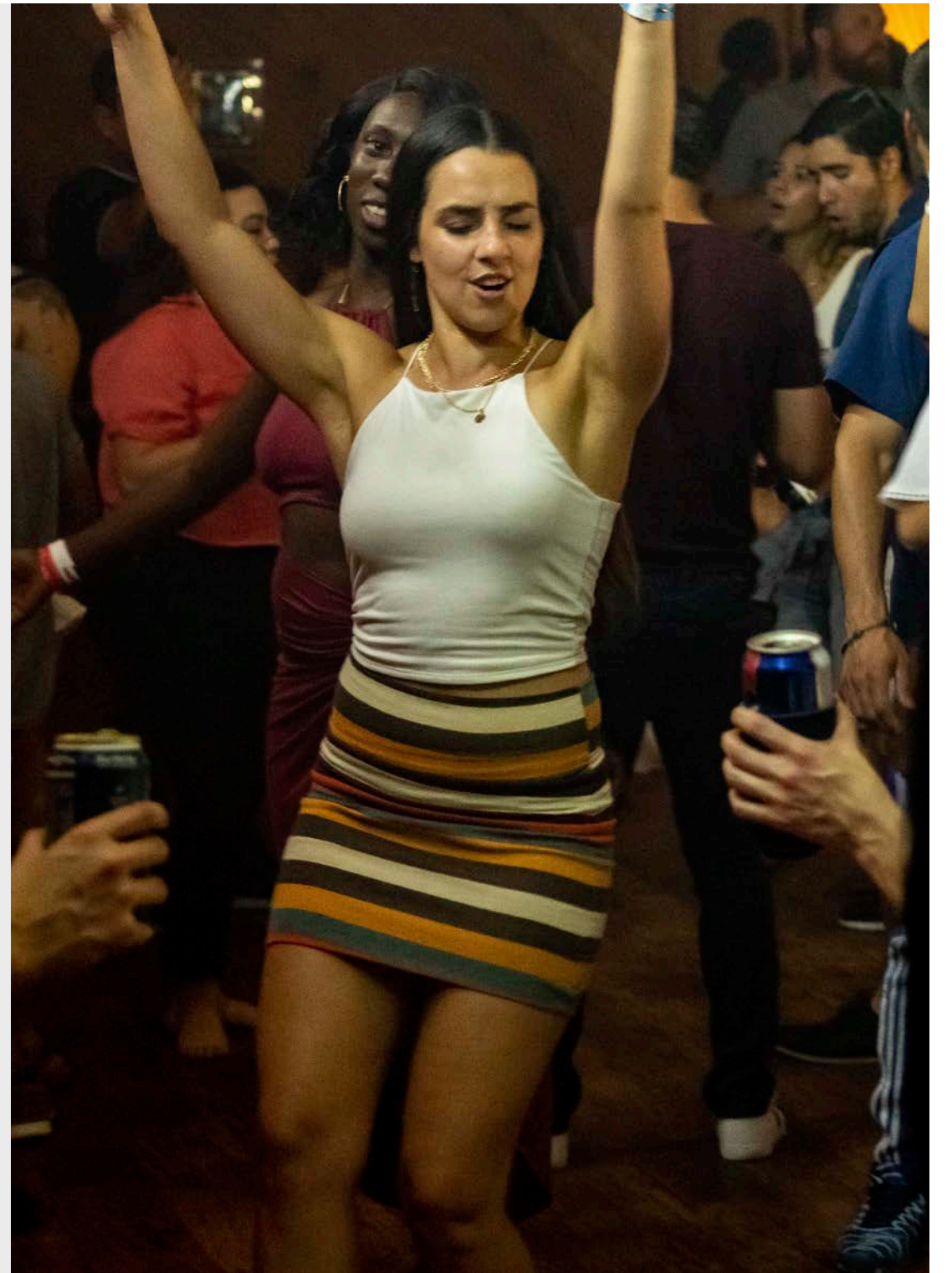
¡LatinFest! is an annual Mississippi festival put together by **LABA-Link**, the state's premier Latin American Business Association. This celebration showcases the Latin community, its culture, and its heritage. The festivity also brings together people from all around the world, with different backgrounds and disciplines. More than anything, ¡LatinFest! prides itself on celebrating diversity.

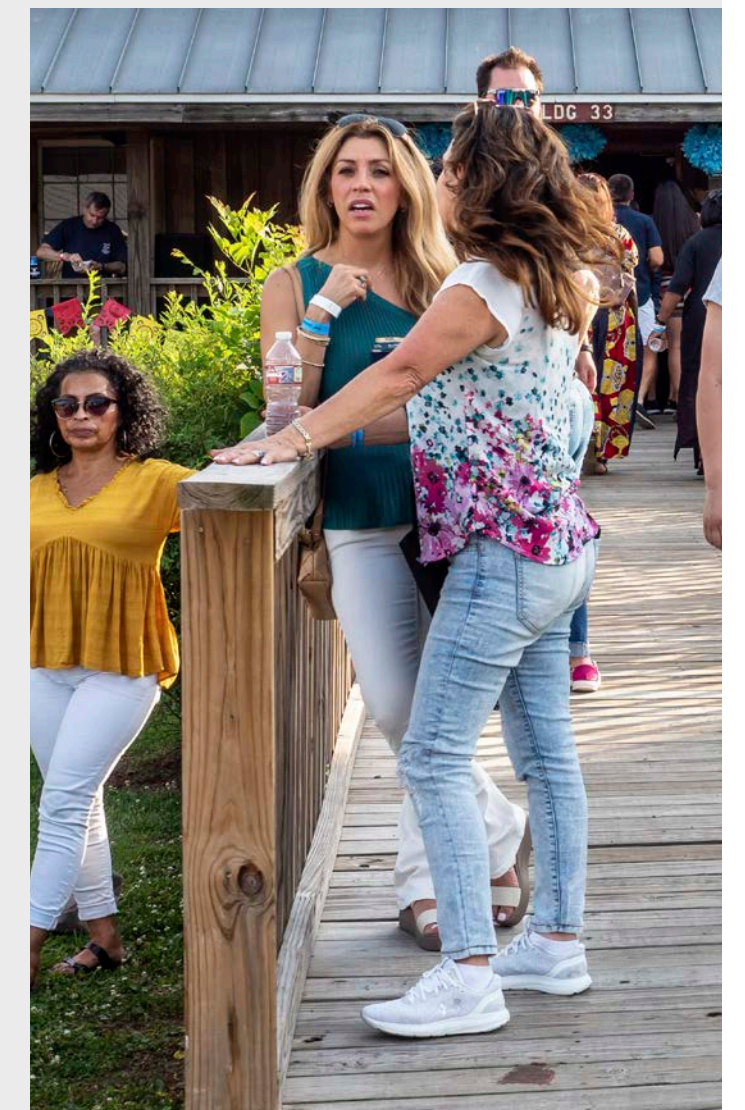
Each year, LABA-Link chooses a non-profit organization to donate a portion of its proceeds. This year the business association decided to support **MadCAAP (Madison Countians Allied Against Poverty)** because Madison County has a thriving Latin American community.

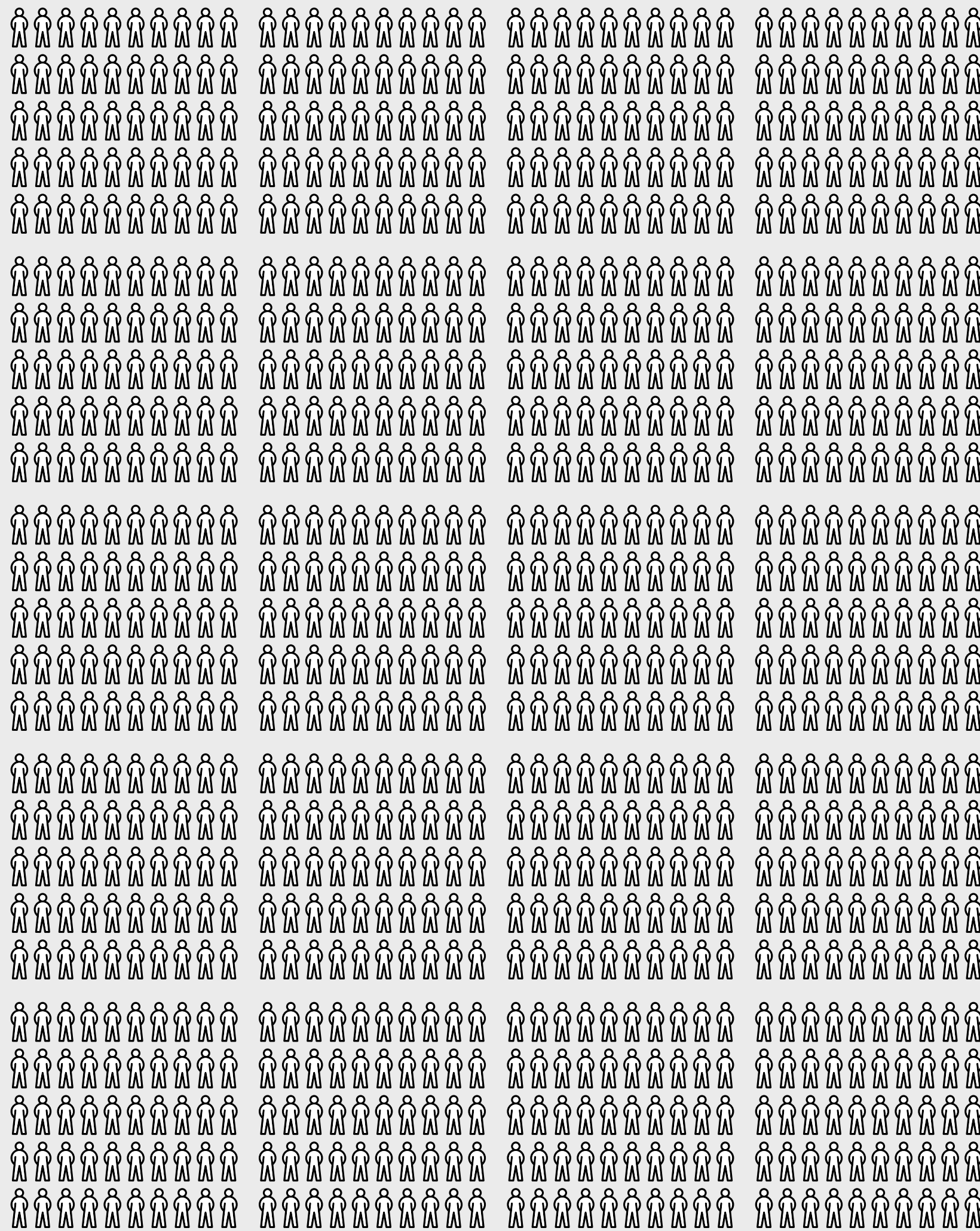
Since its inception, ¡LatinFest! has managed to grow in attendance every year. The first-ever festival had an attendance of 500 people, and in 2016 it surpassed all expectations by reaching over 2000 guests. Even though COVID put a hold on our annual fiesta, ¡LatinFest! returned in 2022 bringing together more than 800 people.

2023 promises to be our best year yet!









👤 = 200

THE HECHINGER REPORT

How one Mississippi community copes with influx of Hispanic students.

by BEN STOCKING • 07/06/2016 • <https://bit.ly/3aXsCF9>

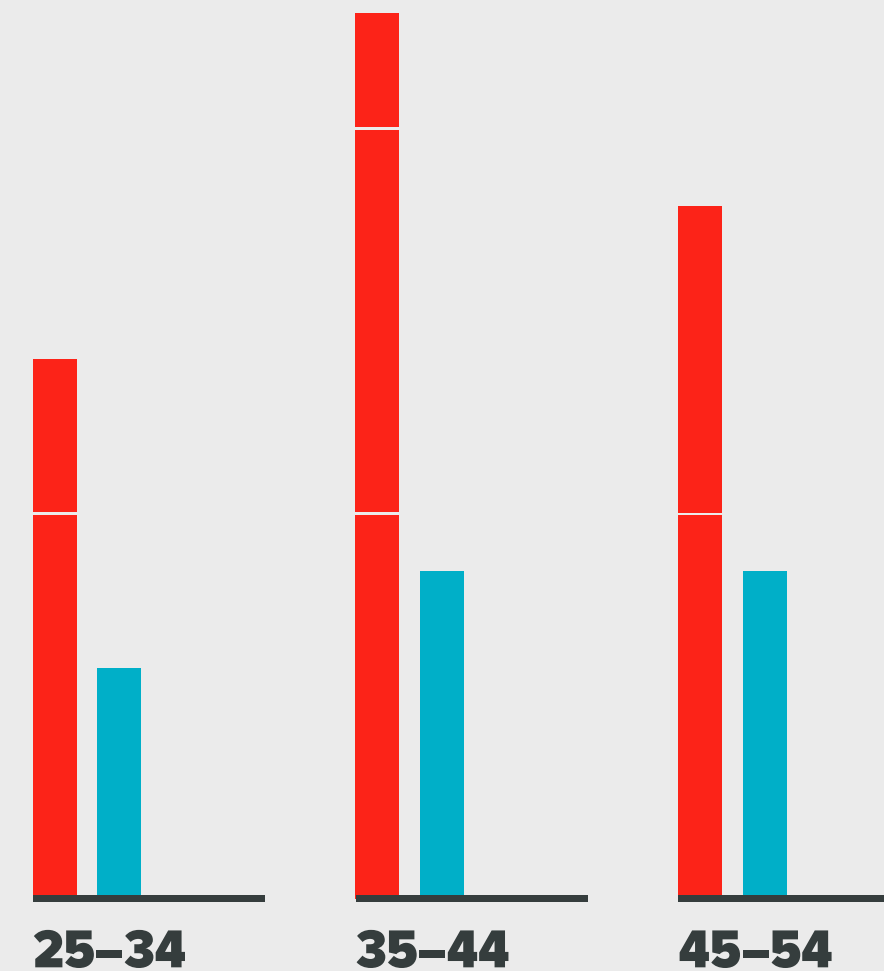
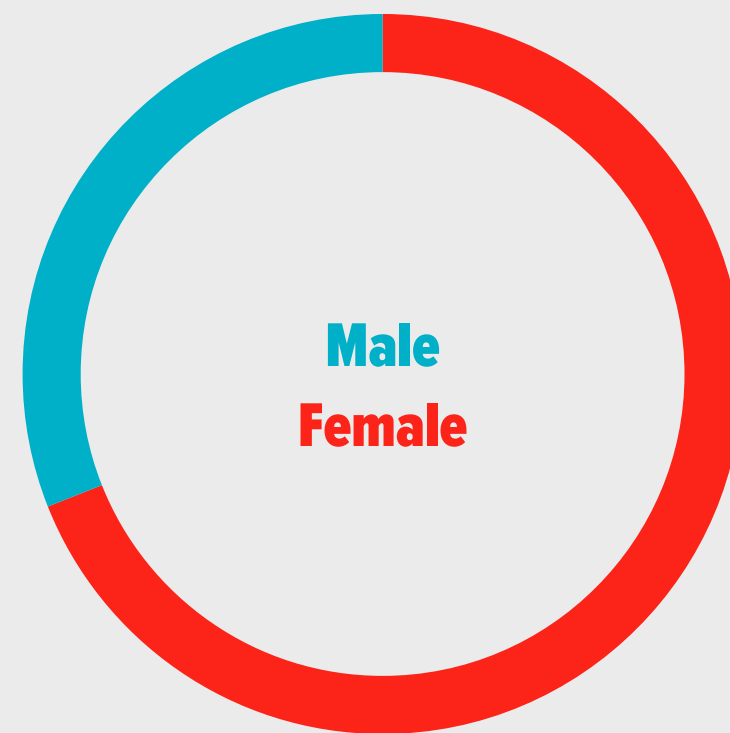
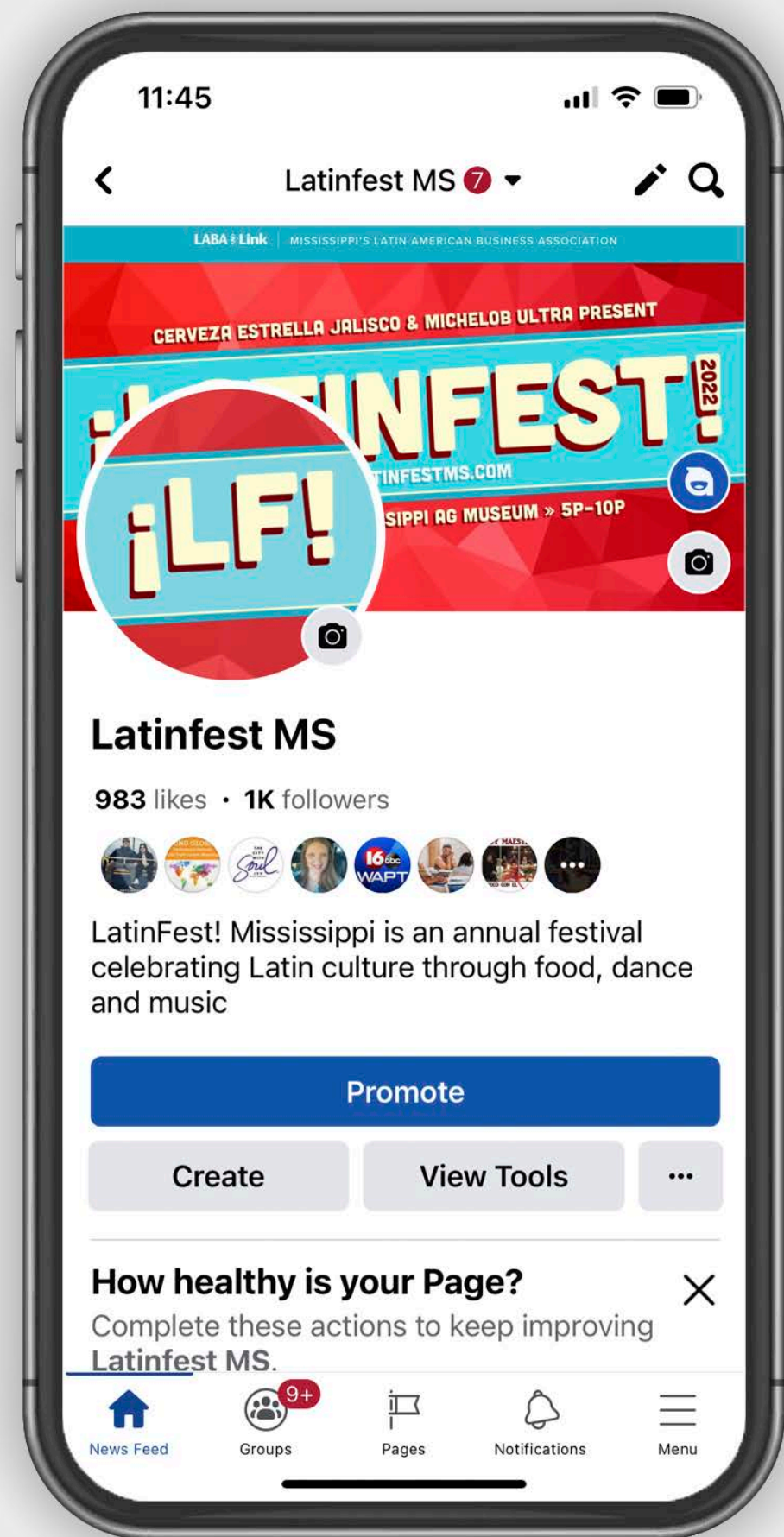
"Hispanic advocates say the census significantly undercounted Hispanics; they estimate as many as 200,000 now live in the state."

🌟 Pew Research Center

Hispanics have accounted for more than half of total U.S. population growth since 2010.

by JENS MANUEL KROGSTAD • 07/10/2020 • <https://pewrsr.ch/3Ga0bSD>

"In Mississippi, the Hispanic population increased by 18,100 even as its overall population was up by only 5,600."



¡LatinFest!
 /Latinfestms
 1012 Followers (745 in 2022)

Gender Breakdown*		%
Female		68.8
Male		31.2

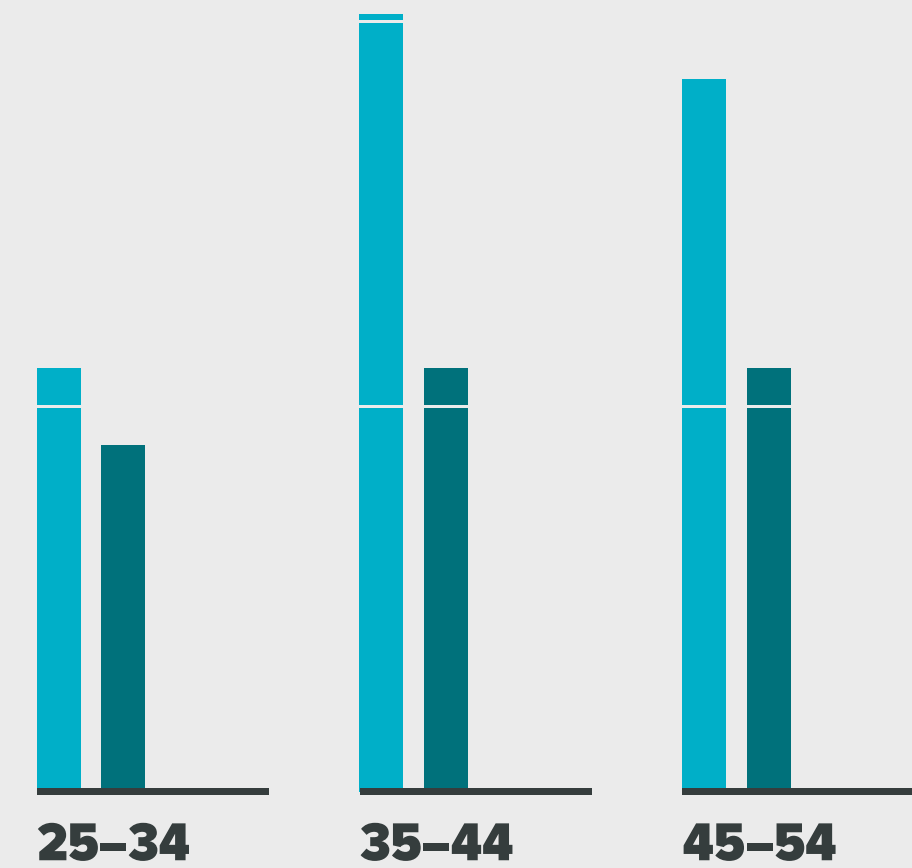
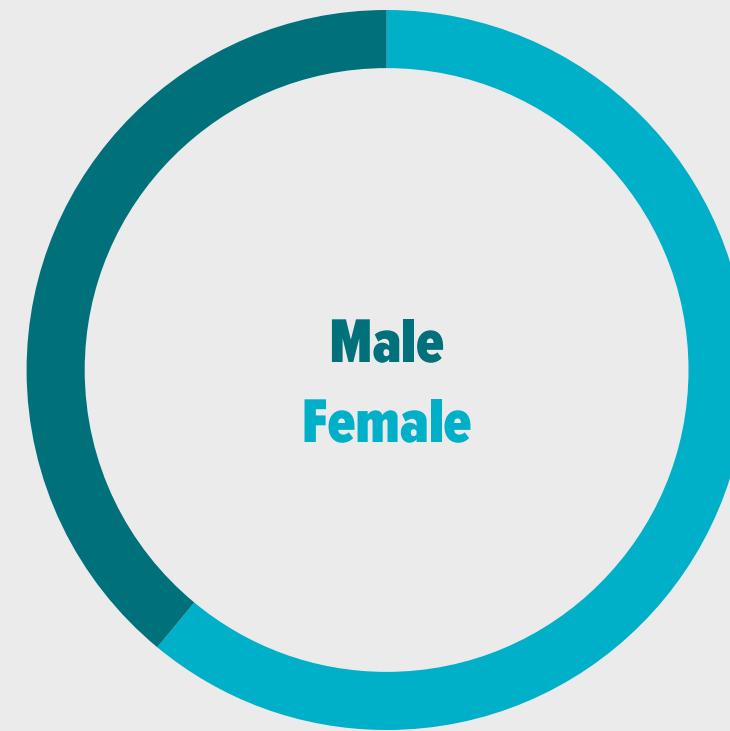
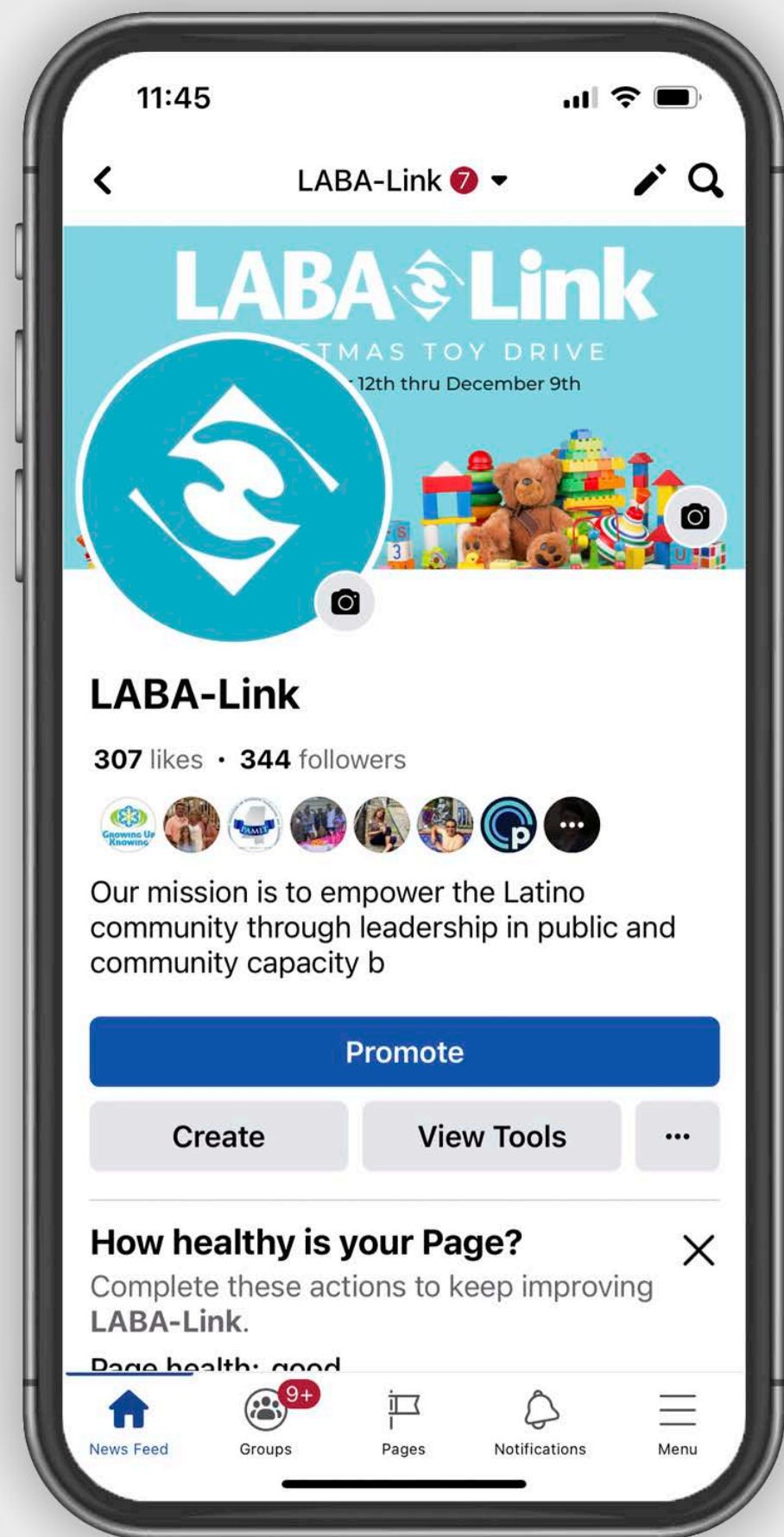
*77.8% of ¡LatinFest!'s Facebook audience is within the ages of 25–54.

25-34		%
Female		13.4
Male		5.8

35-44		%
Female		24.1
Male		8.6

45-54		%
Female		17.2
Male		8.7

Top Cities		%
Jackson		19.8
Brandon		5.7
Ridgeland		5.6
Madison		4.2
Pearl		4.2
Flowood		3.4
Clinton		3.2
Vicksburg		1.9
Canton		1.2
New Orleans		1.0



LABA-Link
 /LabaLink
 344 Followers (186 in 2022)

Gender Breakdown*		%
Female		61.2
Male		38.8

*79.2% of ¡LatinFest!'s Facebook audience is within the ages of 25-54.

25-34		%
Female		8.9
Male		7.4

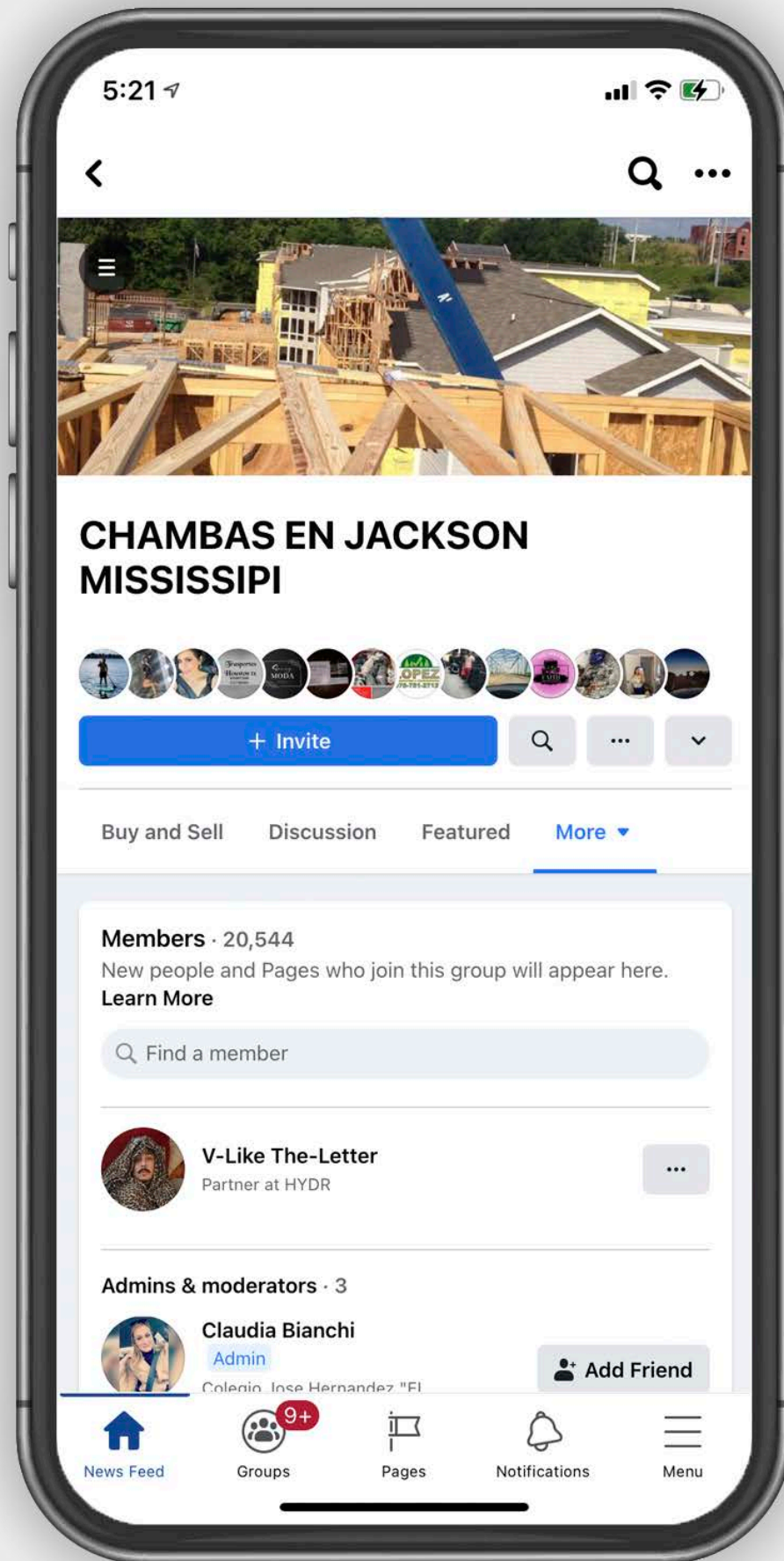
35-44		%
Female		21.6
Male		10.8

45-54		%
Female		18.5
Male		12.0

Top Cities		%
Jackson		17.4
Ridgeland		7.6
Madison		7.3
Pearl		5.2
Brandon		4.1
Canton		3.2
Flowood		3.2
Richland		1.5

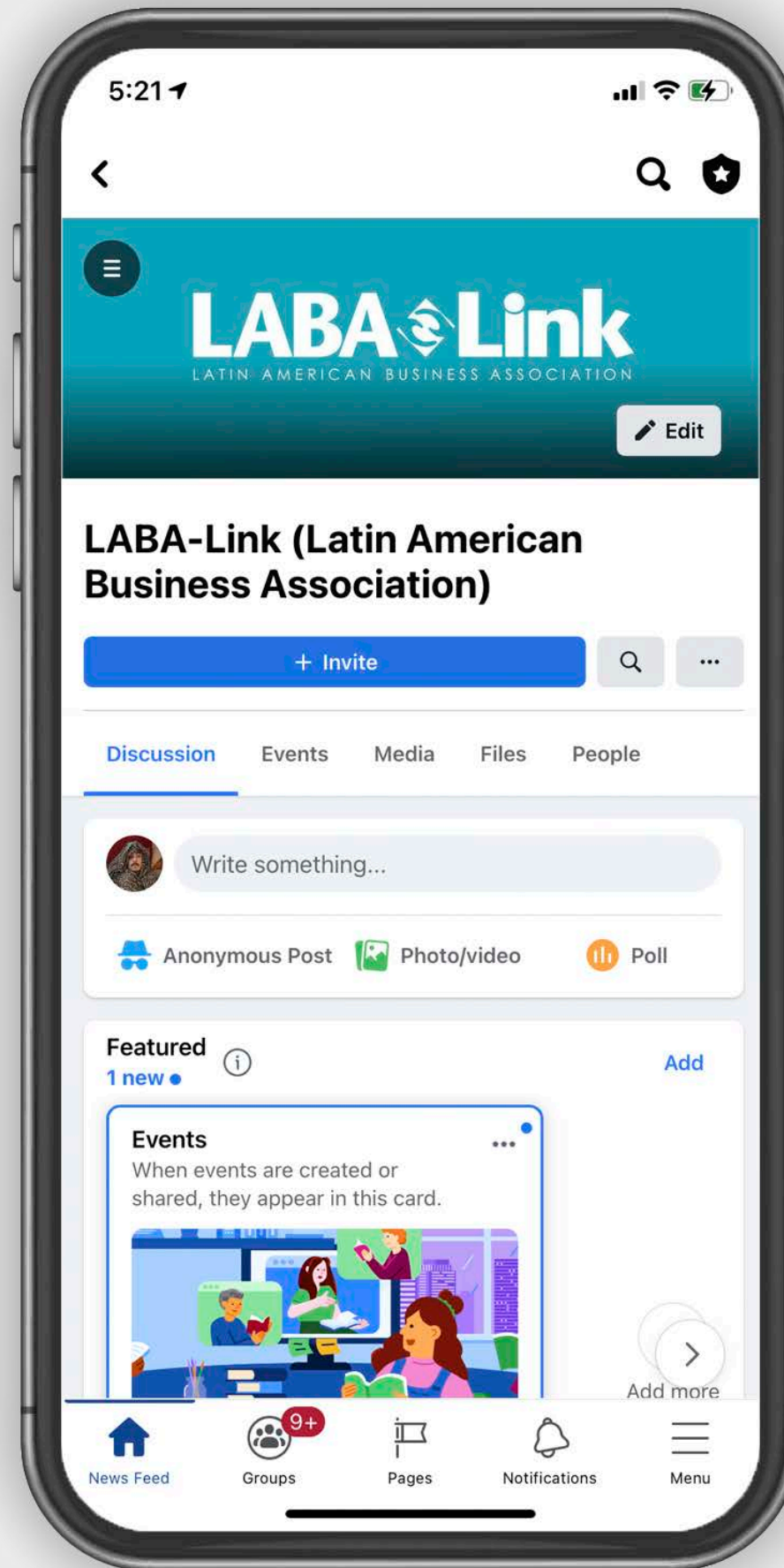
Chambas Jackson Mississippi*

20.6K Members



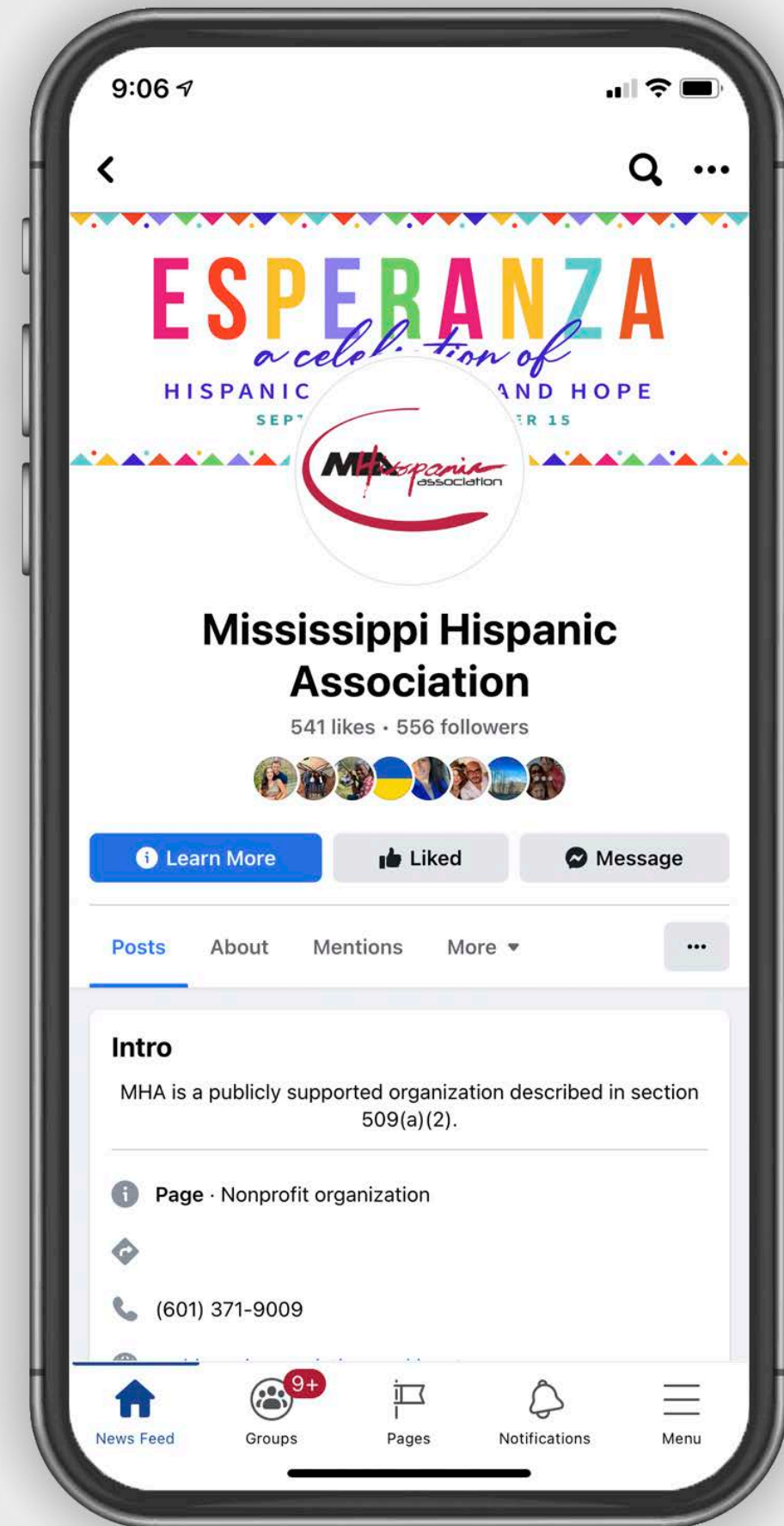
LABA-Link Public Group

290 Members



Mississippi Hispanic Association

556 Members



*Not a typo.

**LABA-Link is offering
four different
levels of sponsorship.**

**All the sponsor categories will have the following
advertisement opportunities:**

- ▶ On our LABA-Link website and ALL our social media platforms (*www.labalink.com*).
- ▶ All sponsors will have their company logo displayed in LatinFest promotional posters (100+). LABA-Link plans to distribute the poster strategically at businesses around the state (restaurants, coffee houses, gyms, bodegas and markets, and many more).
- ▶ Sponsors have the opportunity to advertise in Spanish language print media (ex. La Noticia) or promotional flyers on the Latin American community in Mississippi.
- ▶ In Spanish marketing via LABA-Link social media platforms.
- ▶ The festival's emcee will highlight sponsors and their sponsorship levels hourly during the duration of LatinFest.
- ▶ Sponsor logos will be projected digitally on a huge screen throughout the entirety of the event.

Presenting

\$15,000*

**Only one(1) Presenting Sponsor
opportunity available.*

- ▶ Logo and name recognition: **"¡LatinFest! 2021 is presented by..."**
- ▶ The Presenting Sponsor has its logo in view on a large banner as the **"Presenting Sponsor"** at the festival on the main stage and the entrance.
- ▶ The Presenting Sponsor logo will always appear prominently. Similarly, this top-tier sponsorship includes radio mentions on all Radio People Stations (Y101.7, US96.3, The Legend, and Mix98.7) thirty(30) days before the event.
- ▶ Fifty (50) complimentary admission tickets to the festival and ten (10) passes to our private, catered VIP room.
- ▶ The Presenting Sponsor will have a five-minute slot to address the festival attendees from the main stage at peak attendance time during the festival.
- ▶ Sponsorship at this level includes two(2) premium tent spaces enclosed in a 20'x20' area, one 8'x3' table, and four chairs. The sponsor is responsible for providing the canopy tent. LABA-Link also encourages the presenting sponsor to showcase and demonstrate their latest products and services by offering attendees informational brochures, coupons, flyers, or other types of educational forms of media.

VIP**\$10,000**

- ▶ Huge logo and name recognition.
- ▶ Your logo will be projected digitally on our stage throughout the event.
- ▶ Twenty-five (25) complimentary admission tickets to the festival and eight (8) passes to our private, catered VIP room.
- ▶ Sponsorship on this level includes one tent space (20'x20' area), 8'x3' table, and two chairs. The sponsor is responsible for providing their canopy tent.

Platinum**\$5,000**

- ▶ Large logo and Name Recognition.
- ▶ Your logo will be projected digitally on our stage throughout the event.
- ▶ Twenty (20) complimentary admission tickets to the festival and six (6) passes to our private, catered VIP room.
- ▶ Sponsorship on this level includes one tent space (20'x20' area), 8'x3' table, and two chairs. The sponsor is responsible for providing their canopy tent.

Gold**\$2,000**

- ▶ Medium Logo.
- ▶ Your logo will be projected digitally on our stage throughout the event.
- ▶ Ten (10) complimentary admission tickets to the festival and four (4) passes to our private, catered VIP room.
- ▶ Sponsorship on this level includes one tent space (15'x15' area), one 8'x3' table, and two chairs. The sponsor is responsible for providing the canopy tent.

Silver**\$1,000**

- ▶ Small Logo.
- ▶ Your logo will be projected digitally on our stage throughout the event.
- ▶ Six (6) complimentary admission tickets to the festival and two (2) passes to our private, catered VIP room.
- ▶ Sponsorship at this level includes one tent space (10'x10'), one 8'x3' table, and two chairs. The sponsor is responsible for providing their canopy tent.

LABA Link

LATIN AMERICAN
BUSINESS ASSOCIATION



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