

feria
5 de Cali
04
DALLAS TEXAS

Sponsorship Information



Saturday
December 14, 2024
1010 N. Collins Arlington

Feria de Cali Dallas™



The Feria de Cali Dallas™ is our annual homage to the largest Salsa festival in the world held in Cali Colombia. We do our version of this iconic celebration and offer entertainment, food, artistic and entrepreneurial showcasing. Feria de Cali Dallas has been celebrated since 2020 and this is our 5th year doing it. For this year Uptown Latino™, Representa Foundation 501 (c)(3) and WAVE Entertainment together are proud to announce Feria de Cali Dallas™ 2024 which will take place on December 14th 2024 at 1010 N. Collins Arlington Texas. For the first time featuring international Artists, Salsodromo, Classic Cars and Feria de Cali inspired Food and Drink Menu. We hope that you join us!

Who are We?

Uptown Latino™ has been promoting, events, concerts and festivals for Latinos in DFW for over 15 years. Our Partners include Live Nation® House of Blues® Toyota Music Factory™ and the American Airlines center™ among others.



Representa Foundation is a 501(c)(3) Non-Profit organization which started as an Uptown Latino™ event but quickly gained a life of its own, as the cultural lifeblood of our community impact. Representa's mission is to promote, foster, and inculcate the rich Latin American culture in all its expressions to the next generation



Who are We?

WAVE Entertainment focuses on back-end work in entertainment. Ranging from Talent Buying, Live Sound Production, and Promotion.

WAVE Entertainment has focused in genres like Jazz, Country, and Latin providing local artist to different venues like:

Live! By Loews

Loews Arlington and Convention Center

Delta Hotel Southlake



Expected Attendance - 600 People



Colombians and Colombian Fans

The Dallas Colombian Festival™ has become well known for its showcasing of all things Colombian. Naturally everyone else wants to come!



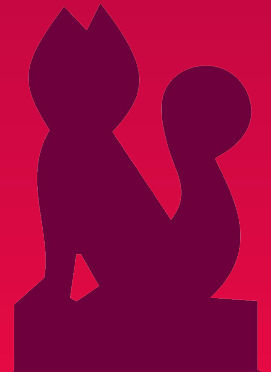
Families and Party People

A day full of activities and fun for the whole family. With Food, music, dance and entertainment suitable for children of all ages.



3 Generation Events

Representa Foundation events goal is to have children, parents and grandparents sharing our cultural experiences.



¡Feria de Cali Dallas™ “Oís”! For the first time since its inception, Feria de Cali Dallas™ will feature a full day of music and dance, along with international artists and a full menu of Cali inspired food and drinks. Because of that we have chosen Feria de Cali Dallas™ “Oís” as our theme this year. Welcome to the Feria de Cali Dallas™ 2024 experience,

Sincerely,



Sponsorships



Cash Sponsorship

Cash sponsorship - become a presenting, stage or show sponsor.



In-Kind Sponsorship

Provide products and services in exchange for sponsorship status and benefits



Non-profit Donation

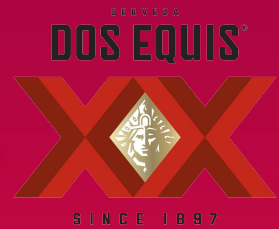
Make a tax deductible Donation to Representa Foundation 501(c)(3)



Combination

Mix and match what suits your budget and marketing goals

Previous Event Sponsors



Feria de Cali



Sponsor Packages



	PRESENTING SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Official Designation	✓		
Marketing Assets	✓	✓	
Digital & Social Media Promotion	✓	✓	✓
Sampling / Giveaways	✓	✓	✓
Onsite Activation	✓	✓	✓
Tickets and Hospitality	✓	✓	✓

Presenting Sponsor

\$5,000

Official Designation

- Presenting Sponsor of Feria de Cali Dallas™ 2024 on Broadcast Videos and Promos
- Invitation to address the Feria de Cali Dallas™ 2024 attendees
- Official Sponsor of Feria de Cali Dallas™ 2024

Digital and Social Media

- Uptown Latino™ Online Social Media Promotion Reach 100k+
- Uptown Latino™ Email marketing 7k Subscribers Campaigns
- Lives, Stories - Reels and Posts on our channels throughout - As Collaborators.

Marketing Assets

- Category Exclusivity at Feria de Cali Dallas™ 2024 Event
- Your logo displayed at Premium Spots*(you bring your advertising) TBD with FCD 2024 Management
- Signage at Representa Foundation Website as a 2024 donor
- Official Sponsor Signage logo in Uptown Latino™ Website as Sponsor
- Your company's logo on all media (printed flyer, merch, cups, posters, T-shirts.and other collateral)*

Tickets and Hospitality

- 10 VIP a \$500+ value (Table space availability permitting)*
- Backstage Access Available*

On-Site Activation

- 10x10 Activation Booth Space
- Premium Brand Presence (Main stage, event backdrop, screens, and around the venue - As available*)
- (1) Per hour live DJ Mention*
- (1) Partner stage giveaways
- Product Sampling throughout the Venue (if applicable)*

*subject to availability and timing of sponsorship - terms and conditions apply

Gold Sponsor

\$2,000

Official Designation

- Official Sponsor of the Feria de Cali Dallas™ 2024

Digital and Social Media

- Uptown Latino™ Online Social Media Promotion Reach 100k+
- Uptown Latino™ Email marketing 7k Subscribers Campaigns
- Lives, Stories - Reels and Posts on our channels throughout. Tagged

Marketing Assets

- Your logo displayed at venue (you bring your advertising)
- Signage at Representa Foundation Website as a 2024 donor
- Sponsor Signage logo in Uptown Latino™ Website as Sponsor
- Logo in some marketing assets TBD

Tickets and Hospitality

- 6 VIP Tickets a \$250+ value (Table space availability permitting)*

On-Site Activation

- 10x10 Activation Booth
- Brand Presence (Around the venue - As available*)
- Product Sampling throughout the Venue (if applicable)*
- (3) live DJ Mentions*

*subject to availability and timing of sponsorship, or donation - terms and conditions apply

Silver Sponsor

\$500

Digital and Social Media

- Uptown Latino™ Online Social Media Promotion Reach 100k+
- Uptown Latino™ Email marketing 6k Subscribers Campaigns
- Lives, Stories - Reels and Posts on our channels throughout

Marketing Assets

- Your logo displayed at venue (you bring your advertising)
- Signage at Representa Foundation Website as a 2024 donor
- Sponsor Signage logo in Uptown Latino™ Website as Sponsor

Tickets and Hospitality

- 4 VIP Tickets a \$200+ value (Table space availability permitting)*

On-Site Activation

- 10x10 Activation Booth
- Brand Presence (Around the venue - As available*)
- (3) live DJ Mentions*

*subject to availability and timing of sponsorship, or donation - terms and conditions apply

Thank You!



Also from Uptown Latino™ and Representa Foundation:



We Look Forward To Seeing You!

Contact :

Business Inquiries - Gabe Bautista
Info@UptownLatino.net
Call or Text (972) 850-8238

Ana Lucia Parada
Ana@RepresentaFoundation.org
Call or text (469) 831 4454

Rafael Escalera
WaveEntertainmentx@gmail.com
Call or text (469) 343 5317

UptownLatino.net
RepresentaFoundation.org



feria 50^{de} Cali^{us}



DALLAS TEXAS

