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VIVA
Marketing

Celebrating Hispanic Heritage Month 2023 In Olympic City USA

Saturday September 16th and Sunday September
17th 2023 Downtown Colorado Springs

- ✓ Largest Hispanic Festival in Colorado Springs
- ✓ It's a Social Impact Event
- ✓ Sponsorship and Booths Available





Was conceived in 2021 by:

**We've Specialized in the
Hispanic Market For 20+ Years!**

Language Strata (Based on Pers 2+)

Only Spanish	18.2%
Mostly Spanish	20.6%
Spanish & English	24.2%
Mostly English	22.7%
Only English	14.3%
Spanish Dominant	38.8%
Non-Spanish Dominant	61.2%
English Dominant	37.0%

The Nielsen Company "Universe Estimates" 2022



- The only Woman-Owned, Bilingual, Full Service Digital Marketing & Consulting Agency in Colorado Springs.
- We believe in supporting small businesses with affordable and effective marketing campaigns.
- We support new and start-up businesses, nonprofits and corporations.
- Translations and beyond.
- We proudly serve clients who are looking to reach Bilingual, Spanish, and English-speaking Hispanics in Colorado Springs and beyond.



THE DIFFERENCE FROM HISPANIC HERITAGE MONTH & *Fiestas Patrias*



On September 16, 1810 - Mexico won its Independence from Spain and Fiestas Patrias (Patriotic Festival) became a national celebration, a patriotic holiday in Mexico. Fiestas Patrias was kicked off by “The Grito” or “The Shout of Freedom” by Priest Miguel Hidalgo y Costilla from Colima, Mexico. This “shout” was felt country wide as an expression of liberty and is widely celebrated all over Mexico today. Millions of people attend annual Fiestas Patrias events in cities across the United States as an homage to their cultural history.

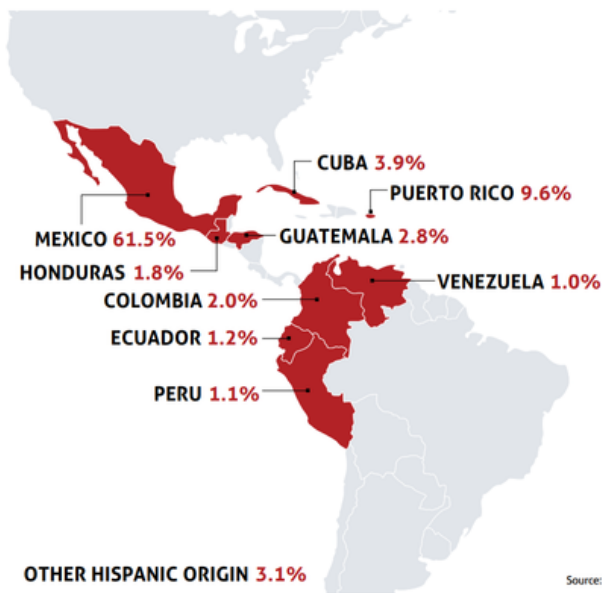




THE DIFFERENCE FROM FIESTAS PATRIAS & *Hispanic Heritage Month*



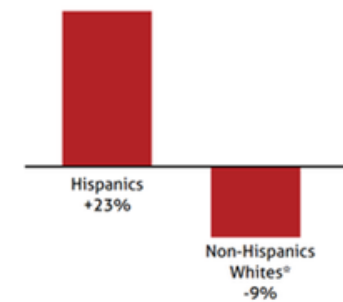
Top 10 Countries of Origin



Source: 2020 American Community Survey 1 Year Estimates

Each year, Americans observe National Hispanic Heritage Month from September 15th – October 15th by celebrating the history, cultures, and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, Central and South America. The U.S. Hispanic population reached 60.6 Million in 2019. (worldpopulationreview.com)

Population Growth Rate
2010 to 2020



*Non-Hispanic whites that are not mixed race.

Source: U.S. Census "2020 Census Illumines Racial & Ethnic Composition of the Country" 2021.



On September 13th, 2022, in Colorado Springs



Council Member **Yolanda Avila** proposed a Resolution for Hispanic Heritage Month. Colorado Springs City Council made a historic recognition of the Hispanic community by unanimously consenting to recognize **September 15th through October 15th** as Hispanic Heritage Month. Fiestas Patrias was a part of the historic recognition that several Latina women including several from The Latina Equity Foundation received as a part of their efforts in the community.



Fiestas Patrias Colorado Springs was born on September 17th 2022

The Colorado Springs Fiestas Patrias was a one-day family festival in the heart of downtown Colorado Springs, bringing people from diverse Hispanic origins to create a cultural fusion! This full-day event provided live music & dancing, vendor booths, and plenty of food.

The 1st year event kicking off Hispanic Heritage Month was a HUGE success! Originally, we estimated 7,000 people to come to the one-day celebration – 26,880 people attended throughout the day! Attendance numbers were recorded by the Downtown Colorado Springs Association. They subscribe to a cell phone service that tracks the number of cell phones in an area by time frame.

Fiestas Patrias 2022





LIVE Music

A Variety of
Hispanic Genres

A 2DAY
FESTIVAL

2023



Lucha Libre

Mexican Wrestling



Free
Event



Family fun for Everyone!

A Variety of Hispanic Food Vendors, Community
Organizations, Cultural Vendors, and MORE!





We Believe In Social Impact



The Thrive Network's goal is to eliminate economic barriers by providing people in communities with tools to activate and launch their own success, primarily through entrepreneurship. We achieve this goal by teaching those within communities to see their problems as economic opportunities and providing a framework to launch small businesses to address those needs.

ALL THRIVE STUDENTS AND ALUMNI
WILL HAVE A SPECIAL RATE OF \$250
FOR FIESTAS PATRIAS BOOTH

Fiestas Patrias Colorado Springs 2022 was not only a festival but was part of the economic growth of Hispanic-owned businesses in our city. 90% of the Spanish Speaking vendors have never participated in a city-wide event. There were 4 new businesses that sprouted, just by wanting to be a part of and supporting this Historical event. In 2023 and beyond Fiestas Patrias Colorado Springs will continue to believe in and support Thrive Network with 10% of the Sponsorships & donation dollars going to them! All Thrive Alumni and current students get booths at a discounted rate.

JOIN THE CAUSE AND BECOME A SPONSOR TODAY!

TITLE SPONSOR



Product Exclusivity in your category for PRE-Fiestas Patrias Logo/Recognition as Title sponsor on all pre-event advertising Digital, Social Media, Radio, TV, Print, Fiestas Patrias Website, & marketing materials.

Your logo will be displayed on stage on a digital screen during the event.

Targeted Display Ads - For your business with over 225,000 impressions for your targeted audience with data report from June 16th - September 17th.

Digital OTT/CTV (Over the Top Television / Connected TV's) Ads - Title Sponsor with over 45,000 impressions for Fiestas Patrias targeted audience.

Logo Inclusion in digital signage as a sponsor POST Fiestas Patrias Logo inclusion in all thank you advertising as event sponsor during Hispanic Heritage month 2023.

Your company will be mentioned as the Title Sponsor in 334 Promotional Announcement on Telemundo that will air from June 15th through September 17th.

Four social media posts a month from June to the end of Hispanic Heritage Month.

10x10 booth in Close Proximity to the stage for both days.

\$25,000

(All content must be provided by May 15th 2023. If provided after the date specified there will not be any additional credit for time lost.)



Exclusive Sponsor

- Product Exclusivity PRE-Fiestas Patrias Logo/Recognition as sponsor on all pre-event advertising Digital, Social Media, Radio, TV, Print, Fiestas Patrias Website, & marketing materials.
- Targeted Display Ads – For your business with over 150,000 impressions for your targeted display audience with data report from June 16th – September 17th.
- Digital OTT/CTV (Over the Top Television / Connected TV's) Ads – As an Exclusive Sponsor with over 30,000 impressions for Fiestas Patrias targeted audience.
- Logo Inclusion in digital signage as a sponsor POST Fiestas Patrias – Logo inclusion in all thank you advertising as event sponsor during Hispanic Heritage month 2023.
- Your company will be mentioned as a Sponsor in 334 Promotional Announcement on Telemundo that will air from June 15th through September 17th.
- Three social media posts a month from June to the end of Hispanic Heritage Month.
- 10x10 booth Close Proximity to the stage for both days.

\$15,000

(All content must be provided by May 15th 2023. If provided after the date specified there will not be any additional credit for time lost.)



Gold Sponsor

Fiestas Patrias Logo/Recognition as a sponsor on pre-event advertising Digital Ads, Fiestas Patrias Website, & marketing materials.

Targeted Display Ads for your business with over 75,000 impressions for your targeted audience with data reported from June 16th - September 17th.

Digital OTT/CTV (Over the Top Television / Connected TV's) as Gold Sponsor with over 15,000 impressions for Fiestas Patrias targeted audience.

Logo Inclusion in digital signage as a sponsor POST Fiestas Patrias Logo inclusion in all thank you advertising as event sponsor during Hispanic Heritage month 2023.

Your company will be mentioned as a Sponsor in 100 Promotional Announcements on Telemundo that will air from June 15th through September 17th.

Two social media posts a month from June to the end of Hispanic Heritage Month.

10x10 booth Close Proximity to the stage for both days.

\$10,000



SILVER SPONSOR

Fiestas Patrias - Logo/Recognition as a sponsor on pre-event advertising Digital Ads, Fiestas Patrias website, & marketing materials.

Logo Inclusion in digital signage as a Sponsor POST Fiestas Patrias Logo inclusion in all thank you advertising as event sponsor during Hispanic Heritage month 2023.

Two social media posts a month from June to the end of Hispanic Heritage Month.

10x10 booth Close Proximity to the stage for both days.

\$5,000



Bronze Sponsor



Fiestas Patrias - Logo/Recognition
as a sponsor on pre-event
advertising Digital Ads, Fiestas
Patrias website, & marketing
materials.

Two social media posts a month
from June to the end of Hispanic
Heritage Month about your
business.

10x10 booth (For both days)

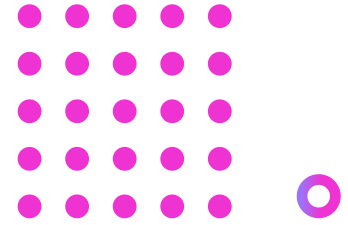
\$3,500

(All content must be provided by May 15th 2023. If provided after the date specified there will not be any additional credit for time lost.)



Early Bird Booth Spaces

WITH A CONTRACT SIGNED & PAID BY 6/30/2023



**1 Day Non-Food ~ Small Business
Product Booth Space**

\$799

**2 Day Non-Food ~ Small Business
Booth Space**

\$1,300

Your booth space will be assigned around the Pioneers Museum

1 Day Food Booth Space

\$999

2 Day Food Booth Space

\$1,700

Booth Space location on a first come first serve basis.

**1 Day: Non-profits & Informational
Booth Space**

\$699

**2 Day: Non-profits & Informational
Booth Space**

\$1,200

Your booth space will be assigned around the Pioneers Museum



**Festival Hours: Saturday
9/16 10:00 AM - 10:00 PM**



**Must Provide Proof of
licensing and permits are
required by the city &
state.**



**Festival Hours: Sunday
9/17 10:00 AM - 8:00 PM**



**You must provide proof of
insurance coverage to
include Fiestas Patrias.**



10x10 Booth Space



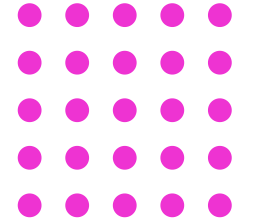
**All booth sales must be
paid before 9/1/23. No
more booth sales will be
sold after above date.**

If you have any questions about permit applications, licensing, or insurance, contact your Fiestas Patrias Representative.



Booth Spaces

**WITH A CONTRACT SIGNED AND PAID AFTER
6/30/2023**



**1 Day Non-Food ~ Small Business
Booth Space**

\$999

**2 Day Non-Food ~ Small Business
Booth Space**

\$1,500

Your booth space will be assigned around the Pioneers Museum

1 Day Food Booth Space

\$1,199

2 Day Food Booth Space

\$2,000

Booth Space location on a first come first serve basis.

**1 Day: Non-profits & Informational
Booth Space**

\$899

**2 Day: Non-profits & Informational
Booth Space**

\$1,400

Your booth space will be assigned around the Pioneers Museum

✓ **Festival Hours: Saturday
9/16 10:00 AM - 10:00 PM**

✓ **Must Provide Proof of
licensing and permits are
required by the city &
state.**

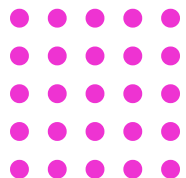
✓ **Festival Hours: Sunday
9/17 10:00 AM - 8:00 PM**

✓ **You must provide proof of
insurance coverage to
include Fiestas Patrias.**

✓ **10x10 Booth Space**

✓ **All booth sales must be
paid before 9/1/23. No
more booth sales will be
sold after above date.**

If you have any questions about permit applications, licensing, or insurance, contact your Fiestas Patrias Representative.



THANK YOU!



THRIVE
NETWORK

OUR PARTNERS &

SPONSORS FOR SUPPORTING FIESTAS PATRIAS!



uchealth



VIVA
MARKETING & CONSULTING



Pikes Peak
REGION



Thank You!

Celebrate Hispanic Heritage Month at Fiestas Patrias

where everyone can be Hispanic for a day or two!

Contact: Moni Hernandez

For More Info:

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