Sunday May 29th, 2016
12:00 - 5:00PM
Memorial Day Weekend
RAIN or SHINE
THE LOISAIDA FESTIVAL

The Loisaida Festival has been celebrated on Sunday before Memorial Day since 1987. It is the largest ethnic community pride festival in the Lower East Side, 15,000+ people attended last year. The Festival is the annual signature event of Loisaida Inc. Funds are raised to expand our non-profit which recently secured a 51-year lease for its new Loisaida Center. Through institutional and individual investments year-round, the organization and the Festival can remain grounded in the community; and ensure that Latino cultural vibrancy and contributions maintain a presence downtown. Funding guarantees innovative cultural programs in media, STEAM, healthy living, community development, and a culinary incubator component.

The Loisaida Festival is presented along the Avenue C Commercial Corridor renamed “Loisaida Avenue”. It offers diverse manifestations of the Puerto Rican and Latino cultures expressed through music, cuisine and the arts. Besides delivering top-notch entertainment and providing a venue for local artists and talent, the festival serves as a vehicle to disseminate educational, wellness and community services information to its visitors.

From contract to cleanup, the Loisaida Festival team aims to meet sponsorship expectations on every level by providing an excellent opportunity to feel engaged with New York Leadership, Sponsors, Participants and most importantly Loisaida residents and Festival visitors.

Join the Team of Loisaida Festival 2016 by becoming a sponsor! Be part of a memorable time while making an investment that will bear fruits for our community long-term.

For more info about Loisaida Festival visit: www.LoisaidaFest.org
OUR FOOTPRINT—IN THE 2015 LOISAIDA FESTIVAL

Event Reach: Loisaida Fest Weekend Attendance: 15,000 (May 22nd—24th 2015)

Web Reach: During the month of May our impressions for #LoisaidaFest on Twitter and Facebook were: 578,000 (May 17–24, 2015)

Social Reach: During the week of May 17 to May 24 alone our reach on social media was 438,019 with around 1,142,800 impressions under the hashtag #loisaidafest #loisaidafest2015 and @Loisaidafest on Twitter, Facebook and Instagram.

Mainstream and Local Media Reach: 182,500,342 Unique visitors per month, secured across all platforms.

For more info about Loisaida Festival visit: www.LoisaidaFest.org
FESTIVAL SPONSORSHIP OPPORTUNITIES:

LOISAIDA PATRON

**Sponsorship Level - $50,000**

- Embedded sponsor’s logo in Loisaida Festival’s original art, limited edition print and poster -commissioned annually to a local artist.
- Recognition on all advertising, media and printed materials as presenting sponsor, including sponsor’s logo in the Loisaida Festival stage banner, Press Releases, event program and map.
- Company banner at Loisaida Festival.
- 2 Loisaida Festival Booths.
- Company logo and web-link on Loisaida Festival and Loisaida Inc websites.
- 10 Invites to Loisaida Festival Media Awards Reception.
- Recognition at Loisaida Festival Opening Reception.
- Company mention by MC on Main Stage.

LOISAIDA PRESENTER

**Sponsorship Level - $25,000**

- Embedded Company logo in Loisaida Festival’s original art, limited edition print and poster -commissioned annually to a local artist.
- Recognition on all advertising, media and printed materials as presenting sponsor, including sponsor’s logo in the Loisaida Festival stage banner, Press Releases, event program and map.
- 2 Loisaida Festival Booths.
- Company logo and web-link on Loisaida Festival and Loisaida Inc websites.
- 8 Invites to Loisaida Festival Media Awards Reception.
- Recognition at Loisaida Festival Opening Reception.
- Company mention by MC on Main Stage.

The Loisaida Inc. Center       (646) 757-0522       info@loisaida.org     www.loisaidafest.org
FESTIVAL SPONSORSHIP OPPORTUNITIES:

LOISAIDA PARTNER  
**Sponsorship Level - $10,000**
- Embedded sponsor’s logo in Loisaida Festival’s original art, limited edition print and poster - commissioned annually to a local artist.
- Recognition on all advertising, media and printed materials, including sponsor’s Logo in the Loisaida Festival stage banner.
- 1 Loisaida Festival Booth.
- Company logo and web-link on Loisaida Festival website.
- 6 Invites to Loisaida Festival Media Awards Reception.
- Recognition at Loisaida Festival Opening Reception.
- Company mention by MC on stage.

COMMUNITY PARTNER  
**Sponsorship Level - $5,000**
- Recognition on all advertising, media and printed materials including sponsor’s Logo in the Loisaida Festival stage banner.
- 1 Loisaida Festival Booth.
- Company logo and web-link on Loisaida Fest website.
- 4 Invites to Loisaida Festival Media Awards Reception.
- Recognition at Loisaida Festival Opening Reception.
- Company mention by MC on stage.

NEIGHBORHOOD FRIEND  
**Sponsorship Level - $2,500**
- Recognition on all advertising, media and printed materials including sponsor’s Logo in the Loisaida Festival stage banner.
- 1 Loisaida Festival Booth.
- Company logo and web-link on Loisaida Festival website.
- 2 Invites to Loisaida Festival Media Awards Reception.
- Recognition at Loisaida Festival Opening Reception.
Company Name __________________________________________________________
Contact Name/Title ______________________________________________________
Address ________________________________________________________________
Telephone Number ______________________________________________________
Email _________________________________________________________________

___ $50,000 - Loisaida Patron
___ $25,000 - Loisaida Presenter
___ $10,000 - Loisaida Partner
___ $5,000 - Community Partner
___ $2,500 - Neighborhood Friend

Additional Sponsorship Opportunities Available please inquire to info@loisaida.org

___ I cannot attend; enclosed is my contribution of $____________

Print Name ______________________________________________________________
Sign Name ______________________________________________________________
Date __/__/___

Thank you for contributing!

For more info about Loisaida Festival visit:
www.LoisaidaFest.org