



2018

# HISTORY



The Colombian Festival in Boston is the **BIGGEST** Colombian event in the city and the whole Northeast. Today, it attracts more than 10.000 people from all over New England.

Since 2009, our celebration became one of the summer's favorite festival for most latinos and multicultural families in Boston surpassing all expectations. We have received the support of national and international companies and organizations based on our success rate. We are proud to witness the growth of our Colombian Festival and we will continue to improve this celebration full of happy faces, colors, dance, families, delicious food and lots of music and fun for everyone.

Our first Colombian fest was held in Central Square, East Boston in 2009. This is considered the part of Boston with the biggest concentration of colombians in the state. The number of attendees have been increasing every year.

Our 2018 festival will be held at the Suffolk Downs in East Boston, we are looking forward to a great event.

# IMPACT

**The Colombian Festival Boston holds the title of the BIGGEST Colombian celebration in the city, no other event congregates such massive number of attendees.**



**Every year we welcome Colombians and Latinos from different cities and states; many of our guests come to our city for the first time or just not often enough, opening new possibilities for the local merchants, tourism, nightlife businesses, restaurants, and much more. Guests have the opportunity to**

**enjoy a family day, great entertainment with local and international artists, delicious colombian and international dishes from our vendors and lots of fun for the whole family.**

**The rapid growth of our festival demanded bigger and better things; therefore, we celebrate the Colombian Independence Day in a unique way. Vendors, partners, performers and sponsors experience great exposure and great success as they become part our great celebration.**

# WHAT YOU FIND AT OUR FESTIVAL



**FUN GAMES AND ACTIVITIES AT  
RECREATION ZONES FOR CHILDREN AND THE WHOLE  
FAMILY!**

**DELICIOUS COLOMBIAN/LATINO AND MULTICULTURAL  
DISHES WITH BY OUR VENDORS**

**AMAZING DANCE AND MUSICAL PERFORMANCES, DJS  
AND INTERNATIONAL RECOGNIZED LATIN ARTISTS**

**8 HOURS OF ENTERTAINMENT AND FUN FOR THE WHOLE  
FAMILY!**



**our previous shows**





# REASONS TO SPONSOR OUR FESTIVAL

- The fast growing population of Colombians and Latinos in Boston.
- The exposure of your brand before thousands of attendees, massive social media, newspapers, television, radio, magazines, posters/flyers, etc before and during our event.
- We have the most important latino media companies supporting our festival
- Your company logo and link to your direct website will be displayed on our official website for a whole year ([www.festivalcolombianoboston.com](http://www.festivalcolombianoboston.com))
- Your sponsorship will also benefit a non-profit organization linked to our festival.
- Your investment in our festival is directed to a fast growing market with a large number of allies.



# SPONSORSHIP

## DISPLAY SPONSOR

**\$100 - Your stand Banner at the entrance of the venue (not on stage) to display your brand**

**\$300 - Your logo displayed on LED big screen during the festival, logo and link to your site from our official web page**

**[www.festivalcolombianoboston.com](http://www.festivalcolombianoboston.com)**

**\$500 - Your logo displayed on LED screen during the festival, logo and link to your site from our official web page**

**[www.festivalcolombianoboston.com](http://www.festivalcolombianoboston.com), 2 free tickets for the event, recorded mentions during our festival, logo on our official poster.**

**\$1000 - your logo displayed on LED screen during the festival, logo and link to your site from our official web page**

**[www.festivalcolombianoboston.com](http://www.festivalcolombianoboston.com), 4 free tickets for the event, recorded mentions during our festival, logo on our official poster. Social media blast, 4 on stage mentions by MCs.**

## TENTS

**\$600- Space for 10x10 tent at a designated location for advertisement or items sales. \*TENT NOT INCLUDED\***

**\$1000 - 10X10 tent for food sales provided by us. Electricity available. Tables and chairs are not included.**

\*\*\*\*\*Tents do not include advertisement, you can choose a display sponsor package for \$100 off the price\*\*\*\*\*



# SANTANDER

## SPONSORSHIP

### \$5,000

### BEFORE THE FESTIVAL:

- YOUR LOGO WILL DISPLAY ON ALL OF OUR TV COMMERCIALS
- THE NAME OF YOUR COMPANY WILL BE MENTIONED IN THE OFFICIAL RADIO COMMERCIAL.
- YOUR LOGO WILL BE DISPLAYED AT ALL PRINTED MATERIAL SUCH AS POSTER, FLYERS, NEWSPAPERS AND MAGAZINES.
- VIDEO COMMERCIAL OF YOUR COMPANY ON OUR OFFICIAL WEBSITE (VIDEO PROVIDED BY YOU)
- LOGO AND LINK OF YOUR COMPANY ON OUR OFFICIAL WEBSITE  
[WWW.FESTIVALCOLOMBIANO.COM](http://WWW.FESTIVALCOLOMBIANO.COM)

### DURING THE FESTIVAL:

- YOUR LOGO WILL BE DISPLAYED VIA LED SCREEN ON STAGE.
- ON STAGEMENTIONS THROUGH THE DURATION OF THE EVENT.
- YOUR COMPANY WILL BE MENTIONED ON RECORDED SPOTS PLAYED DURING INTERMISSIONS.
- ONE 10X10 TENT FOR ADVERTISEMENT PURPOSES. (TENT PROVIDED BY US)
- 10 COMPLIMENTARY TICKETS FOR THE EVENT.



# BOLIVAR

## UNIVERSAL SPONSORSHIP

### \$10,000

### BEFORE THE FESTIVAL:

- YOUR COMPANY WILL BE THE OFFICIAL UNIVERSAL SPONSOR OF THE COLOMBIAN FESTIVAL.
- YOUR LOGO WILL DISPLAY ON ALL OUR TV COMMERCIALS.
- THE NAME OF YOUR COMPANY WILL BE MENTIONED IN THE OFFICIAL RADIO COMMERCIAL AS THE UNIVERSAL SPONSOR.
- A FULL PAGE IN ALL ALLIED NEWSPAPERS SHOWCASING YOUR COMPANY AS UNIVERSAL SPONSOR.
- YOUR LOGO WILL BE DISPLAYED AT ALL PRINTED MATERIAL SUCH AS POSTER, FLYERS, NEWSPAPERS AND MAGAZINES.
- VIDEO COMMERCIAL OF YOUR COMPANY ON OUR WEBSITE AND ALL SOCIAL MEDIA PLATFORMS. (VIDEO PROVIDED BY YOU)
- LOGO AND LINK ON OUR WEBSITE FRONT PAGE ON OUR OFFICIAL WEBSITE
- [WWW.FESTIVALCOLOMBIANOBOSTON.COM](http://WWW.FESTIVALCOLOMBIANOBOSTON.COM)

### DURING THE FESTIVAL:

- YOUR LOGO AND VIDEO OF YOUR COMPANY WILL BE DISPLAYED VIA LED SCREEN ON STAGE.
- MENTIONS ON STAGE THROUGH THE DURATION OF THE EVENT AS UNIVERSAL SPONSOR.
- YOUR COMPANY WILL BE MENTIONED ON THE RECORDED SPOTS PLAYED ON INTERMISSIONS.
- EVERY PERFORMER WILL BE PRESENTED ON BEHALF OF YOUR COMPANY
- ONE 10X10 TENT FOR ADVERTISEMENT PURPOSES (TENT PROVIDED BY US)
- 40 COMPLIMENTARY TICKETS FOR THE EVENT AND 10 \*ALL ACCESS BADGES\*





**Alejandro Magno, President**  
festivalcolombianoboston@gmail.com  
☎ 857.472.0077

**Eliana Pizarro, Vicepresident**  
elidd1320@gmail.com  
☎ 617.259.6929

We hope you join us for this amazing opportunity to support diversity, family, traditions, music and

# COLOMBIA



facebook.com/bostoncolombianfest



+8574720077



@festivalcolombianoboston