



*present:*

*The 3<sup>rd</sup> Annual:*

# AFRO-LATIN FEST



## *Sponsorship Brochure*

*Past and Present Sponsors Include:*



# 3<sup>rd</sup> Annual Afro-Latin Fest

Join Flamart, Rice University Office of Multicultural Affairs, Institute of Hispanic Culture, & Strictly Street Salsa at Texas' premiere event of its kind: the Afro-Latin Fest! From official to title category, attracting attendees from around the country, this event provides sponsors with direct audience contact, while being recognized as an exemplary corporate citizen committed to cultural diversity.

## MARKETING CAMPAIGN

Enjoying an established media relationship, FLAMART (Afro-Latin Fest producer) and its partners have been featured by:

- UNIVISION/UNIMAS
- KPRC Local 2
- Great Day Houston
- UNIVISION Radio
- Houston Chronicle
- Culture Map
- KHOU Channel 11
- KTRK Channel 13
- SEMANA Spanish Publication
- La Subasta
- El Venezolano Houston
- Sucesos Newspaper
- KRIV Channel 26
- TELEMUNDO
- The Houston Press
- KHOU, and others.

The 2016 marketing campaign will reach over 350K impression through the following:

- Over 200K impressions in television campaign
- Over 75k reached through social media and email campaigns
- Over 80K reached through collaborators' newsletters (Stay Diverse, Strictly Street Salsa, Rice University and others)
- Over 20K promo cards
- Over 100 poster at well attended public establishments
- Weekly, quarterly and special promotional events and more...

## ABOUT US:

Founded in 2006, FLAMART's mission is to actively promote cultural diversity through engaging, stimulating, and popular, high quality social, arts, and educational programs; that are accessible and inclusive to people of all ages and backgrounds.



## SPONSOR BENEFITS

BENEFITS BY LEVEL	TITLE \$4,000	PRESENTER \$3,000	SUSTAINER \$2,000	SUPPORTER \$1,500	OFFICIAL \$1,000
Ad in printed programs	Full page	1/2 page	1/4 page	1/8 page	1/16 page
Logo in printed materials	Yes	Yes	Yes	Yes	Yes
TV, radio, live media mention	Yes	Yes	No	No	No
Logo on website, social media	Yes	Yes	Yes	Yes	Yes
Table or 10 X 10	Yes	Yes	Yes	Yes	Yes
Banner placement (sponsor to provide)	Yes	Yes	No	No	No
On-stage scripted / mention	Yes	Yes	No	No	No
VIP tickets to event	20	12	10	6	4
Logo on t-shirts	Yes	Yes	No	No	No
Logo in Step-n-Repeat Wall (Red Carpet Area)	Yes	No	No	No	No

\* car, phone, airline, grocery store, beer, wine, etc. (exclusive) - can choose individual event or full events series



## AFRO-LATIN SPONSORSHIP AGREEMENT

This Sponsorship Agreement made as of the \_\_\_\_\_ day of \_\_\_\_\_ 2016, by and between Afro-Latin Fest, and \_\_\_\_\_ is formed on this date for the sole purpose of sponsorship in Afro-Latin Fest to be held on June 2-5, 2016 at Rice University (6100 Main St., Houston, TX) upon the terms and subject to the conditions hereinafter set forth.

Sponsor will provide Afro-Latin Fest with all materials and necessary permission needed for the level of sponsorship and for utilization in the promotion of Afro-Latin Fest 2016. Sponsor agrees to a financial sponsorship of \$ \_\_\_\_\_ at the \_\_\_\_\_ level for Afro-Latin Fest 2016.

As producers, Afro-Latin Fest shall retain all rights of ownership. This agreement does not constitute a partnership or joint venture between the parties. Sponsorship commitments are due by **May 15, 2016**.

IN WITNESS WHEREOF, the parties to this Sponsorship Agreement have executed it effective as of the day and year first written.

\_\_\_\_\_  
Authorized Signature for Sponsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Authorized Signature for Afro-Latin Fest

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

The Afro-Latin Fest is a production of FLAMART a 501(c)(3) non-profit organization.

Please make check payable and mail to:

**FLAMART**  
1302 Waugh Dr. # 553  
Houston, TX 77019

For electronic payment option, more information or questions, please contact

Raul Orlando Edwards  
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832.880.4065 (mobile), 713.524.3938 (office)