

FLAMART
DIVERSITY IN *action*

Sponsorship Brochure

MARKETING CAMPAIGN

Celebrating the finale of the **Year of the Woman (YOTW)** and reaching over 10,000 in combined attendance, FLAMART'S signature city and nationwide programs (the **Afro-Latin Fest** and **Salsa y Salud**) provide sponsors direct contact with large audiences, great opportunities for branding, and a platform for community involvement. YOTW is a three year social and artistic initiative celebrating women's contributions and standing against violence toward them.

FLAMART and its partners enjoy an established media relationship and have been featured by:

- UNIVISION/UNIMAS
- KPRC Local 2
- Great Day Houston
- UNIVISION Radio
- Houston Chronicle
- KHOU Channel 11
- KTRK Channel 13
- SEMANA Spanish Publication
- Sucesos Newspaper
- KRIV Channel 26
- TELEMUNDO
- Houston Press and others

FLAMART'S campaign features over 350K impressions through:

- Television (over 200K)
- Radio (over 150K)
- Social media and email campaigns (over 75K)
- Newsletters (over 80K)
- Promo cards (over 20K)
- Posters in over 100 establishments
- Weekly, quarterly and special promotional events

ABOUT US

Recipient of a **Certificate of Congressional Recognition** (US Congress), **City of Houston** honors, **Jefferson Award**, and others; Flamart has been committed to promoting diversity through exciting and well attended programs since 2006. Among its signature programs are:

The 7th Annual Salsa y Salud:

- The country's first and biggest live Latin music, dance and health show,
- Featuring local to Grammy Award winning artists,
- Educating communities on using dance as a vehicle to improve health and overall well-being.

The 4th Annual Afro-Latin Fest:

- The US' largest curriculum of dance & music classes for events of its kind, and one of only 3 in the country,
- An impressive showcase of the diversity found in Latin culture: European, African, Indigenous, and others,
- Over 20 countries represented with attendees from around the country and the world.



Top two: the Afro-Latin Fest (Rice University)
Bottom two: Salsa y Salud (Miller Outdoor Theatre)

FLAMART

SPONSOR BENEFITS

With several options from which to choose from, be part of one or both events and together enhance our community. Two programs with a national reputation contributing to keeping Houston the 'Most Diverse City!' in the country.

SPONSOR LEVELS	Salsa y Salud	Afro-Latin Fest	BOTH (discounted rate)
Title	\$18,000	\$9,000	\$24,500
Presenter (shared)	\$15,000	\$7,500	\$20,500
Sustainer	\$12,000	\$6,000	\$16,500
Supporter	\$9,000	\$4,500	\$12,500
Official Category *	\$5,000	\$2,500	\$7,500

BENEFITS BY LEVEL	TITLE	PRESENTER	SUSTAINER	SUPPORTER	OFFICIAL *
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
Video ad	30 sec	20 sec	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

* Example of official categories: car, phone, airline, grocery store, beer, wine, etc. (one sponsor per category)



SPONSORSHIP AGREEMENT

This Sponsorship Agreement made as of the _____ day of _____ 201____, by and between Flamart, and _____ is formed on this date for the sole purpose of sponsorship in (check appropriate box):

- Afro-Latin Fest (June 1-4, 2017 – Rice University)
- Salsa y Salud (September, 2017 – Miller Outdoor Theatre)
- Both

This agreement is based on the terms and subject to the conditions hereinafter set forth.

Sponsor will provide Flamart with all materials and necessary permission needed for the level of sponsorship and for utilization in the promotion of the above selected event(s) in 2017. Sponsor agrees to a financial sponsorship of \$ _____ at the _____ level for selected event(s).

As producer, Flamart shall retain all rights of ownership. This agreement does not constitute a partnership or joint venture between the parties. Sponsorship commitments are due by **April 29, 2017**.

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 Flamart

Date

Print Name

The Afro-Latin Fest and Salsa y Salud are produced by 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
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www.flamart.org

