



2022

Sponsorship Opportunities

The Project:

Placita Latina (*small Plaza Latina*) is a reprise of last year's successful celebration of Hispanic culture — beginning with the start of Hispanic Heritage month on September 15, and culminating on October 30, three days before Dia de los Muertos (Day of the Dead).

Placita Latina includes a series of three main events, and other partner-executed events highlighting Hispanic/Latinx performance, food and culture.



The Purpose:



To host an inclusive celebration of colorful sights and sounds from September 15 to October 30th, featuring Hispanic/Latinx artists, performers and food, representing multiple countries and cultures throughout Latin America – and this year, to partner with Welcoming America's *Welcome Week* (Sept. 9-18) and the popular "Haints & Saints" parade.



To build community and increase awareness of Latinx culture by promoting a positive image and narrative of Hispanic/Latinx people and their contributions to the local area and greater society.



To highlight and create traffic for participating Decatur businesses.



To partner with non-profit organization, Comunidad Connect, to further community outreach.

The Events:

For 2022, we are planning 3 main events:

- 1) Salsa on the Square / Welcoming Week – Saturday, Sept. 17, 2022
- 2) Latinx Artists Showcase closing event – Friday, October 14, 2022
(Exhibition starts Monday, September 18 and can be viewed at the Decatur Visitors Center from 10:00 AM to 4:00 PM daily)
- 3) Day of the Dead/Haints & Saints Parade – Sunday, October 30, 2022

Additionally, we will help promote mini events created by local business partners.



Event 2: Salsa On The Square/Welcoming Week and Choloteca 'After Party'

Location: Decatur Square – Plaza Area

Date: Saturday, October 15, 2022

Time: Live Salsa Band with instructors — 6:00 to 8:00 PM
Choloteca Afterparty" 8:00 to 11:00 PM

Reprise last year's popular "Salsa on the Square" event, taking it to a higher level, by Partnering with "Welcoming America" to bring international flair to the event. With a live Salsa band and instruction, and subsequent performance from Choloteca, Atlanta's highly popular Latinx "party with a mission," which aims to "create an inclusive space for all identities who want to jam out to Latin tracks."

The evening will begin with the live Salsa band and dance instructors, then transition to the "After Party." with Latinx tracks, DJ, lights, etc. from Choloteca.

The event will also include a wider array of authentic, merchandise, food and even drink vendors, primarily Hispanic-themed with touches of international offerings.

Additionally, we are continuing our partner map of local businesses, creating traffic for participating local restaurants/bars and offering featured Latinx-themed drinks and meal specials. We will also include retail stores that feature Latinx inspired clothing, art or accessories (all during the entirety of the program).



Event 2: Latinx Artists Showcase

Location: The Decatur Visitors Center (113 Clairemont Ave, Decatur)

Date: **Opening:** Exhibition starts Monday, September 18 and can be viewed at the Decatur Visitors Center from 10:00 AM to 4:00 PM daily

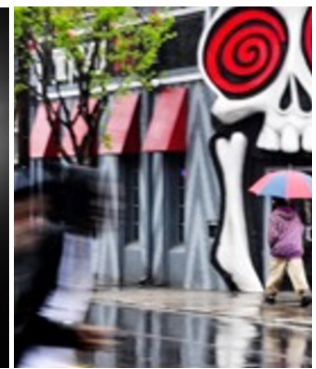
Closing Event: Friday October 14, 2022

Time: 6:30 – 9:30 PM

This event is a reprise of last year's popular Latinx Artists Showcase – an exhibit at the Decatur Visitors Center - and including additional Hispanic food, drink and an artists' "mercaao," with multiple, new upcoming Hispanic/Latinx visual artists.

Art pieces are to be shown at the Decatur Visitors Center, beginning Thursday, September 15 (first day of Hispanic Heritage Month) and closing with an event on Friday, October 14th.

Like last year, the closing event exhibition will include Hispanic food and drinks with a DJ or acoustic musician for entertainment.



Event 3: Day of the Dead Parade (in partnership with Haints & Saints)

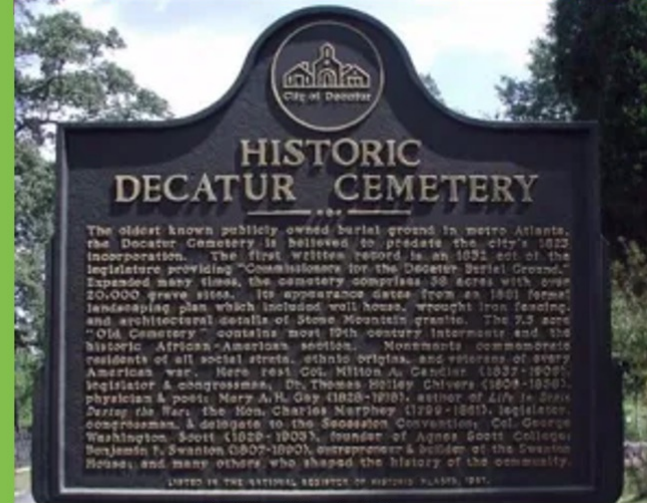
Location: From the Decatur Cemetery to the Decatur Square

Date: Sunday, October 30, 2022

Time: 6:00 PM

This event will be a “Day of the Dead” style parade beginning at the Decatur Cemetery and culminating in the Decatur Square. It will be in consultation with Laurie Ronca (organizer of the annual “Haints and Saints” parade), Laurie is enthusiastic about acting as a consultant with the Placita Latina team. The parade include giant “Katrina Puppets” and other “Day of the Dead” Imagery, while including the fun, Halloween vibes from “Haints & Saints.”

The event can include various organizations within Decatur (i.e.: schools, Decatur Makers, etc.), and possibly tie into special offers at Decatur Square businesses.



Potential “Bonus” 5th Event: Inclusion in the West Ponce Music Stroll (Decatur)

Location: West Ponce DeLeon District (potentially Taqueria Del Sol parking lot)

Date: Saturday, September 24, 2022

Time: Some time between 1:00 and 9:00 PM

We are working to reprise last year's Placita Latina's participation in the West Ponce Music Stroll with La Choloteca D.J. performance at Taqueria Del Sol.

Additionally, we will distribute the “map” we've created for traffic to participating local restaurants/bars/retail stores which feature Latinx-themed drinks, meal specials, and products.



Business Outreach / Toolkit

Involvement by our local businesses is the key to the success of Placita Latina — and coming off last year's successful business outreach program (even with limited time to develop the program) we are redoubling our efforts, including an expanded, turn-key "toolkit" to be distributed to business associations and directly to participating businesses. Like last year, the kit will include event ideas and a style guide, contacts for culturally authentic entertainment and vendors, if desired.

We will also be offering consultation to participating business for the "map" portion of the project, by Maria Alvarez, one of our Latino team members (and expert mixologist) for any business that would like the cultural assistance.

As executed last year, participating businesses will be provided with "Placita Latina" window clings and printed brochure/maps so they can be identified as part of the month+ long celebration.





2022

Sponsorship Levels

“Habenero” Level: \$5,000

For our Top level sponsors, we will provide maximum coverage, including PR, Signage and Digital exposure, across all events:

- Logos on oversized banners
- Inclusion in “A-Frame” event signage
- Potential inclusion on event T-shirt (TBD)
- Logo/Mention on Website
- Included in participating business “passport” (electronic/print), including “special offer”
- VIP Access for 6 to all events, including 6 free drink tickets at Salsa on the Square event,
- special photo op and Artist “meet and greet” and an exclusive print from emerging Latinx artist
- “Spotlight” moment, on stage at Salsa event (2-3 minutes)
- Custom photo/video shoot at business location – with inclusion in social media
- Tent/booth at one Salsa on the Square (and any other desired event)
- Display ad in popular Decatur publication (TBD)
- Inclusion in PR efforts, including Press release and mention in interviews
- Digital “Badges”
- The opportunity for premium giveaways at events (supplied by sponsor)

“Serrano” Level: \$2500

For our “Serrano” level sponsors, we will provide excellent coverage, including PR, Signage and Digital exposure, across all events:

- Logos on oversized banners
- Inclusion in “A-Frame” event signage
- Potential inclusion on event T-shirt (TBD)
- Logo/Mention on Website
- Included in participating business “passport” (electronic/ print), including “special offer”
- Custom photo/video shoot at business location – with inclusion in social media
- Tent/booth at one event
- Up to 6 free drink tickets at Salsa on the Square event
- Display ad in popular Decatur publication (TBD)
- Digital “Badges”

“Jalapeno” Level: \$1,000

For our “Jalapeno” level sponsors, we will provide good coverage, including Signage and Digital exposure, across single events:

- Logos on oversized banners
- Inclusion in “A-Frame” event signage
- Logo/Mention on Website
- Included in participating business “passport” (electronic/ print), including “special offer”
- Tent/booth at one event
- Digital “Badges”



Interested Sponsors, please contact our Business Development Specialist: Maria Alvarez; mariaalvarez422@gmail.com

Thank You.