

# LATINO FESTIVAL OF MONMOUTH COUNTY



## Sponsorship Program

[www.lfomc.com](http://www.lfomc.com)  
[www.facebook.com/lfomc](https://www.facebook.com/lfomc)

Saturday September 15<sup>th</sup>, 2018 (Rain Date September 22<sup>nd</sup>, 2018)



### Request

"Our mission: Select one special day out of the year to recognize our Latino heritage and pride. The Latino Festival of Monmouth County [LFOMC] seeks to celebrate and educate about our rich diversity and history. It is a celebration of who we are, and what we have contributed. A mission accomplished for more than a decade."

This program is made possible in part by Monmouth Arts through funding from the Monmouth County Board of Chosen Freeholders, and the New Jersey State Council on the Arts.



## About the LFOMC:

Founded in 2005, the Latino Festival of Monmouth County (LFOMC) is one of New Jersey's most popular and influential ambassadors of Latin American culture. The LFOMC annually reaches over 6,000 audience members across the state.

The LFOMC will celebrate its 14<sup>th</sup> Anniversary Season on September 15, 2018, placing the Festival and its sponsors at the forefront of public awareness. One of the major highlights of the LFOMC 2018 season will be a return to the Annex parking lot in downtown Freehold Borough for the fifth consecutive year for its annual engagement of several performances, music and food from many Latin American countries, as well as writing and art contests and entertainment for all ages.

The LFOMC's 14th Anniversary Season will attract a diverse audience of over 5,000 providing your business/company with high profile visibility through a year-round marketing and promotional campaign that reaches a broad public and gives your business/company opportunities for client entertainment and employee involvement.

The LFOMC would like to invite your business/company to sponsor its 14th Anniversary Season in support of the LFOMC's aim to enrich the community experience of Monmouth County through music and art. We are pleased to offer your business/company the opportunity to participate in the LFOMC at the following levels:

- Presenting Sponsor           \$8,000 and above
- Major Sponsor               \$5,000
- Sustaining Sponsor         \$2,000

### Rationale for Support

- Access to diverse audience including youth, women and underrepresented groups
- Enhanced brand awareness through alignment with the growing LFOMC, an ambassador of Latin American culture
- Visibility and exposure through logo placement on the LFOMC website, brochures, advertisements, radio, TV and print media announcements and other materials
- Special live recognition in the LFOMC event on September 15, 2018 and press releases
- Access to the "influencers" and ethnically diverse audience in greater New Jersey

### At a Glance

#### I. Featured 14th Anniversary Initiatives

- Debut Art—The LFOMC is celebrating Latin American art in a gallery display and a film production.
- College Fair—We are empowering our community with access to higher education.
- Added Performers—The LFOMC continues its legacy of attracting new talent each year.
- Website Development—We now reach an online audience and can be contacted easier.
- Enhanced Appearance—The LFOMC now has a logo and a website to brand its image.
- Increased Community Involvement—Our volunteers join committees within the LFOMC, and we now have a Junior Ambassador program within our organization to involve youth.

## II. Management

- Chairperson: Julia Lopez and Don Cruz
- Sponsorship: Diana Tennant, Lazaro Cardenas, and Frank A. Freyre
- Vendors: Julia Lopez, Don Cruz, Angel Matos.
- Community Agencies: Angel Matos
- Community Partners: Laz Cardenas
- Entertainment: Julia Lopez and Jackeline Koleshnick
- Grants: Suzanne Crandall, Angel Matos
- Masters of Ceremony: Julia Lopez and Nelson Radamez Rodriguez.
- Press: Frank Argote-Freyre, Julia Lopez, and Lazaro Cardenas
- Correspondence: Diana Tennant
- Permits: Angel Matos, and Yeni M. Cardenas
- Volunteer Coordinator: Suzanne Crandall and Megan Crandall
- Children's Activities/Education: Marly-Rose Roca, Megan Crandall, Amanda Freyre
- Logistics: Gimbert Fernandez.
- Webmaster: Angel Matos.
- Junior Ambassador(s): Veronica Kole.



## III. Corporate and Institutional Supporters

- Pediatric Health, PA
- Amerigroup
- Barnabas Health
- La Fe

### Benefits of Sponsorship

As a sponsor of the LFOMC's 14th Anniversary Season, **YOUR BUSINESS** will receive extensive visibility through the Festival's year-round month marketing and public relations campaign in New Jersey and enhanced brand awareness through the Festival's website, www.lfomc.com. Your alignment with the LFOMC will also bring awareness of your unique services to the LFOMC's vast network of community organizations, businesses, service professionals, politicians and presenting partners statewide.

In addition to significant logo placement and visibility, this sponsorship offers **YOUR BUSINESS** numerous other benefits, including public relations and presentation benefits. Specific benefits for each sponsorship category are described in full below. Please note that we would be happy to tailor sponsorship to best meet your marketing and business needs. Any amount is greatly appreciated. Please also note that your company's in-kind (printing, advertising, public relations, etc.) services in lieu of monetary support will also be accepted and valued at the LFOMC.



**PRESENTING SPONSOR     \$8,000 and above**

1. **Year-round promotion** through LFOMC
2. Recognition of **YOUR BUSINESS** with the **credit line** of Presenting Sponsor, **prominently featured** on all advertising and promotional materials **online and in print**
3. **Largest listing** on the LFOMC **welcome billboards**
4. **Largest logo crediting** in LFOMC flyers, handouts and posters
5. **Two informational booths** at the LFOMC event
6. **Largest logo** Inclusion in **donor listings** on title page of LFOMC reports and sponsorship requests
7. **YOUR BUSINESS** flyers, brochures, handouts and freebies distributed at over 20 vendor tables on site at the LFOMC
8. **Inclusion in LFOMC press releases**, announcing **YOUR BUSINESS** collaboration with **direct quote** from you
9. **Credit line in all of the press releases** for the current festival year
10. Opportunity to have an LFOMC member of the Executive Committee do an external brief presentation of **YOUR BUSINESS** in **collaboration with your internal staff**



**MAJOR SPONSOR             \$5,000**

1. **Seven months promotion** through LFOMC
2. Recognition of **YOUR BUSINESS** with the **credit line** of Major Sponsor, **prominently featured** on all advertising and promotional materials **online and in print**
3. **Large logo crediting** in LFOMC flyers, handouts and posters.
4. **One informational booth** at the LFOMC event
5. **Large logo** Inclusion in **donor listings** on title page of LFOMC reports and sponsorship requests.
6. **Inclusion in LFOMC press releases** for the current festival year.
7. **Credit line in all press releases** for the current festival year

**SUSTAINING SPONSOR     \$2,000**

1. **Five months promotion** through LFOMC
2. Recognition of **YOUR BUSINESS** with the **credit line** of Sustaining Sponsor, featured on all advertising and promotional materials **online and in print**
3. **Logo crediting** in LFOMC **flyers, handouts and posters**
4. **One informational booth** at the LFOMC event
5. **Logo Inclusion in donor listings** on title page of LFOMC reports and sponsorship requests

**Conclusion**

The LFOMC events positively impact the sustainability of our local communities. We rely on the support of community members like **YOUR BUSINESS** to continue the LFOMC's efforts to bring Latin American culture to wider audiences. We offer **YOUR BUSINESS** our significant prior state-wide experience demonstrated by our list of supporters and audience members to dramatically enhance your business visibility. From our prior successful events for the past eight years and our dedication to sharing culture on a wider scale, we have acquired the keen ability to identify and market to key new contacts and audience members for the success of each LFOMC annual event. We would be pleased to partner with **YOUR BUSINESS**.

**Questions and Contact Information**

For press releases, special announcements, pictures, videos and other details about the Latino Festival of Monmouth County, please visit our official website at [www.lfomc.com](http://www.lfomc.com).

Angel Matos  
Co-Chair  
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**Thank you to Our Sponsors**





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