

LA
SAN SE
TAKES
ORLANDO
2022 EDITION





WHAT IS LA SANSE?

La Fiesta de la Calle San Sebastian has a long and storied history. It began in 1954 in the city of San Juan, Puerto Rico as an effort by the local church to fund critical street repairs at the center of the city's historic Viejo San Juan neighborhood.

Since then, this vibrant street festival has become a favorite of locals and visitors alike. Its electric carnival atmosphere overtakes the historic blue cobblestone streets of el Viejo San Juan with music, good and outsized “cabezudos,” larger than life puppets of important people and politicians.

WHY ORLANDO?

La Sanse Takes Orlando is more than just a festival, it is an opportunity for the Puerto Rican community to reconnect with their own traditions and culture in an immerse environment.

It is a walk down memory lane with all the flavors, sounds and smells of home.

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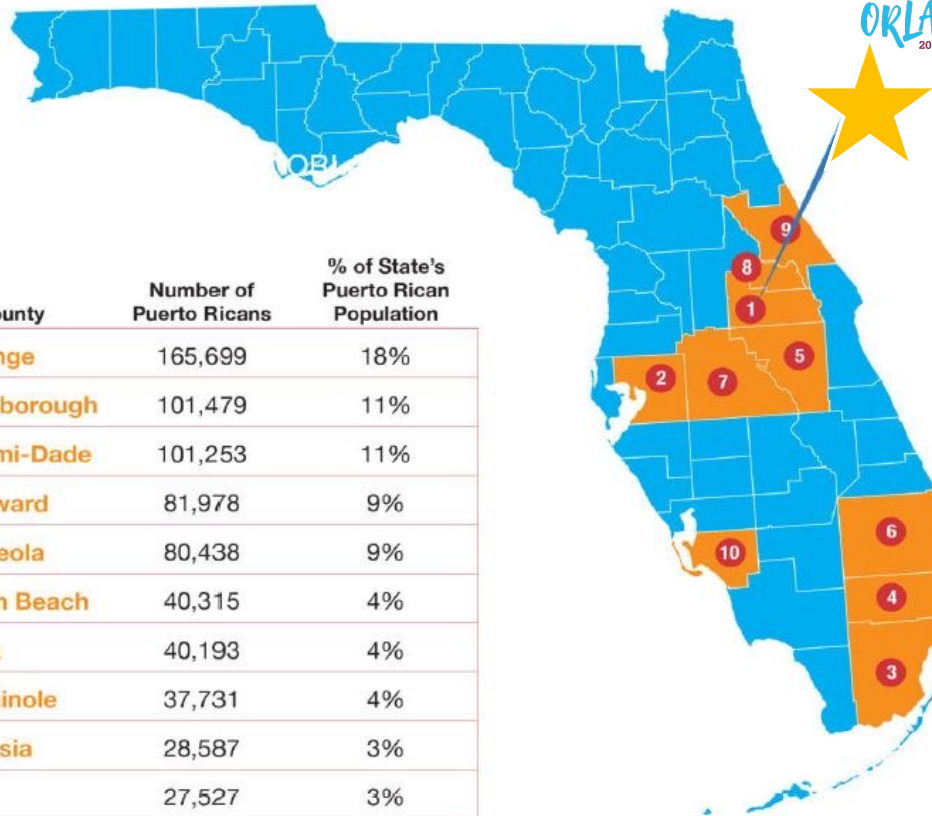
There are approximately
1,000,000
Puerto Ricans
living in Florida today



OVER
4.9
MILLION
LATINOS CALL
FLORIDA HOME



SANSE TAKES ORLANDO IS LOCATED WHERE
MOST PUERTO RICANS LIVE.



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2 DAYS OF
Fiesta JANUARY 18 JANUARY 19



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NON STOP *Music* PAL' BAILADOR

18 JANUARY
TH
Saturday



ANDRES
JIMENEZ



MILLO
JIMENEZ



TALLER
TAMBORICUA



LOS DPR



CHRISTIAN
PAGAN

- CHRISTIAN PAGAN
- LOS BOMBYS DE LA PLENA
- GRUPO @FUEGGO
- PLENEROS DE LA CENTRAL

19 JANUARY
TH
Sunday



LIMIT 21



PUERTO RICAN
POWER



DON
PERIGNON

- PLEAMAR LATINO
- CODE 787
- Y MUCHOS MÁS ...

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Top SPONSORSHIP by



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MEDIA *impressions*



523,175 PEOPLE IN CENTRAL FLORIDA *Reach*
575 LIVE AND RECORDED *Spots*
5,120,750 AL-AIRE *Gross Impressions*



81,000 VIDEO VIEWS
102,000 POST ENGAGEMENT
205,800 POST REACH



32,657 REACH
67,851 IMPRESSIONS

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100⁺ *Kiosks*
HANDICRAFT AND PRODUCTS

20⁺ *Kiosks*
FOOD AND BEVERAGE

OVER 40 *Media Articles*



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\$20,000.00

- ☐ National and Local media outreach with preferred brand mention in media alert
- ☐ Logo placement in all communications: social media, flyers, radio, tv
- ☐ Brand name in press wire distribution
- ☐ Logo placement in special insert about the festivities
- ☐ Logo placement in event menu (when applicable)
- ☐ 20' x 20' space and the opportunity to interact with the public, conduct game, hand out giveaways, and participate in other activities (to be discussed)
- ☐ On-stage live mention of your brand

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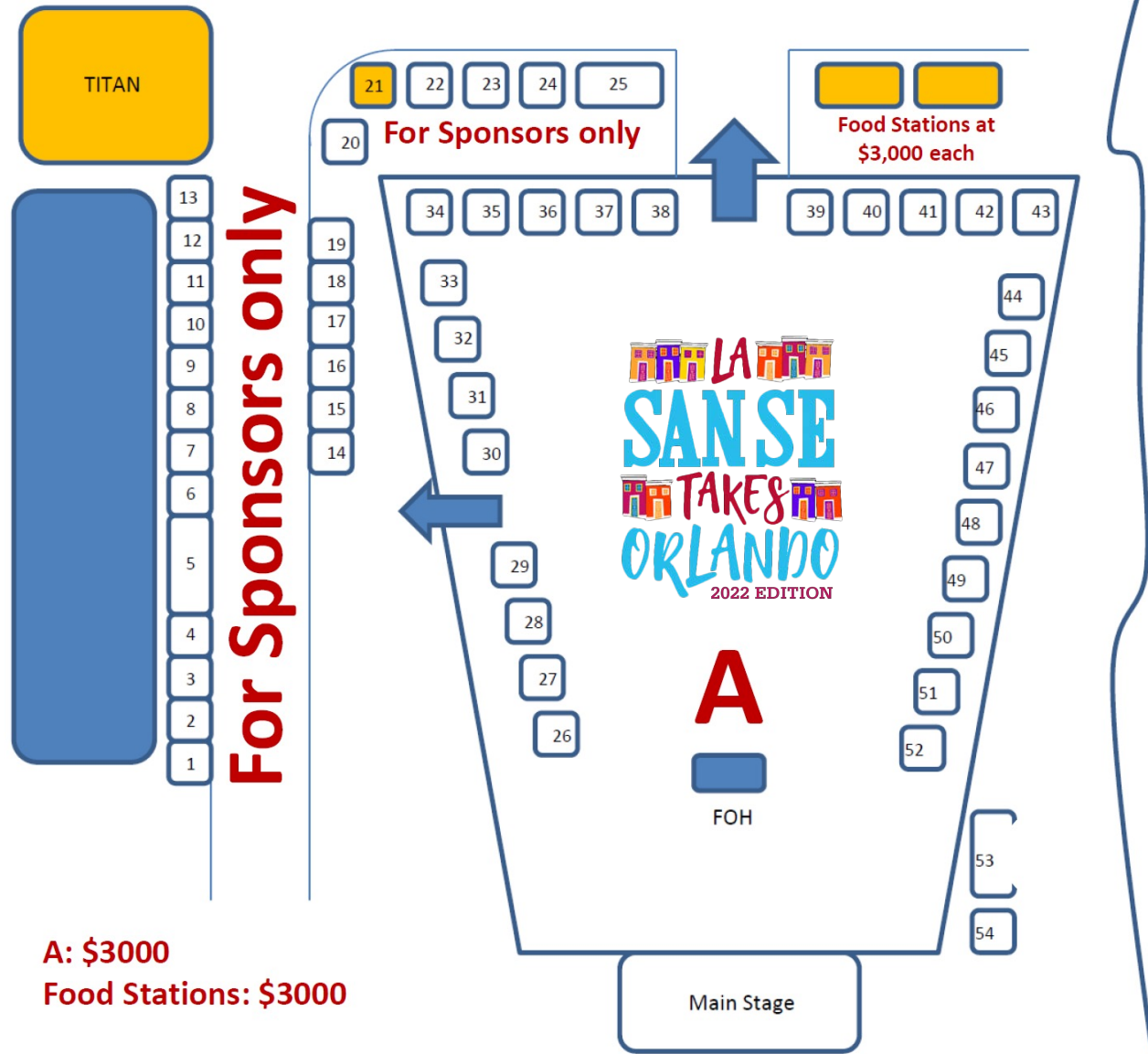
SPONSOR PACKAGES

\$10,000.00

- ☐ Local media outreach with mention in media alert
- ☐ Logo placement in all communications: social media, flyers, radio, tv
- ☐ Brand name in press wire distribution
- ☐ Logo placement in event menu (when applicable)
- ☐ 10' x 10' space and the opportunity to interact with the public, conduct game, hand out giveaways, and participate in other activities (to be discuss)

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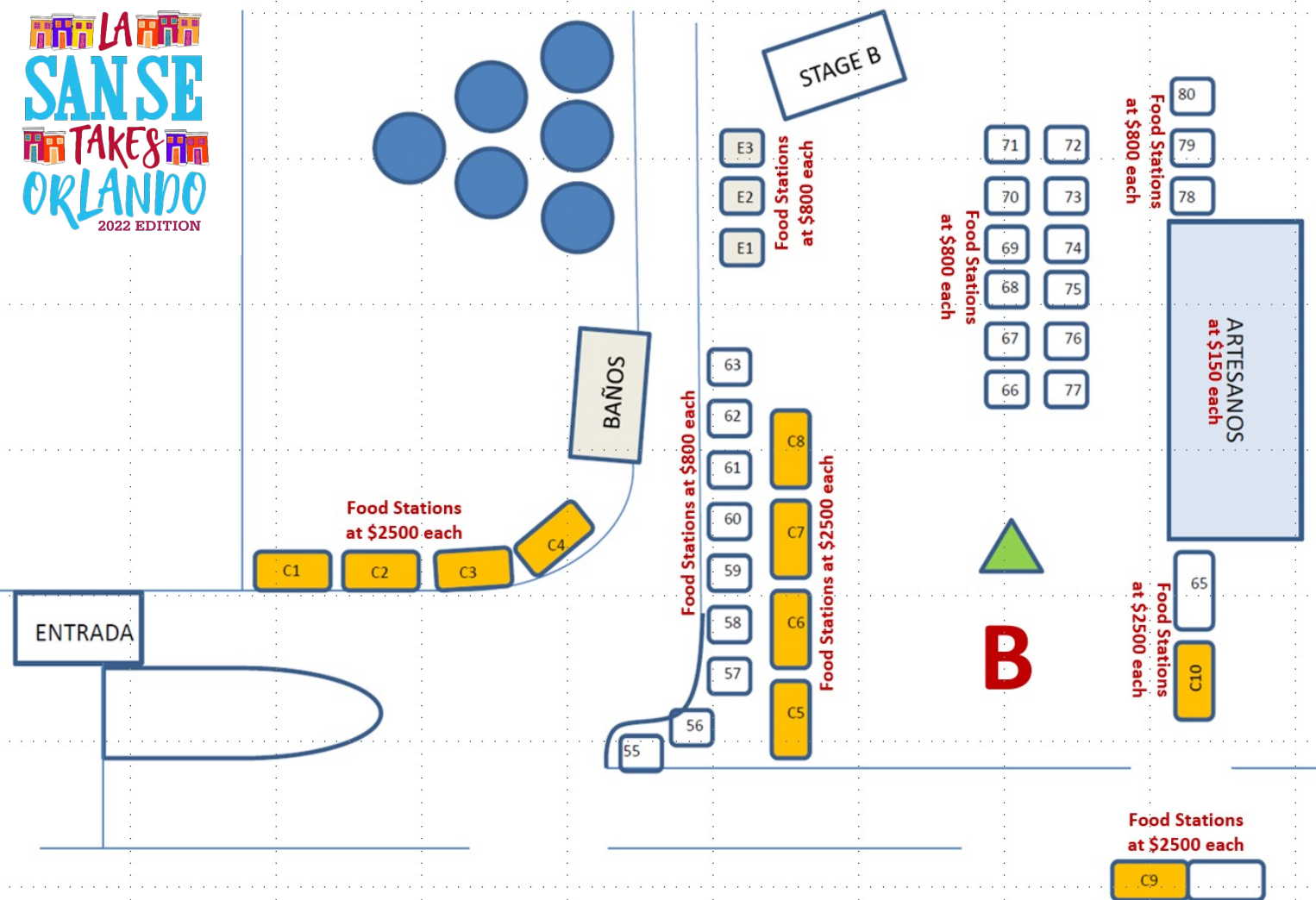
SITE MAP

Central Florida Fair

4603 W. COLONIAL DRIVE
ORLANDO, FLORIDA

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Food Stations at: \$2500 and \$800 | Artesanos: \$150 | Non-Profit" 10' x 10': \$500.00

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SITE MAP

Central Florida Fair



THANK YOU

