



iHeart  
MEDIA



SATURDAY JANUARY 28  
CENTRAL FLORIDA FAIRGROUNDS

LA  
SANSE  
TAKES  
ORLANDO





## 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.





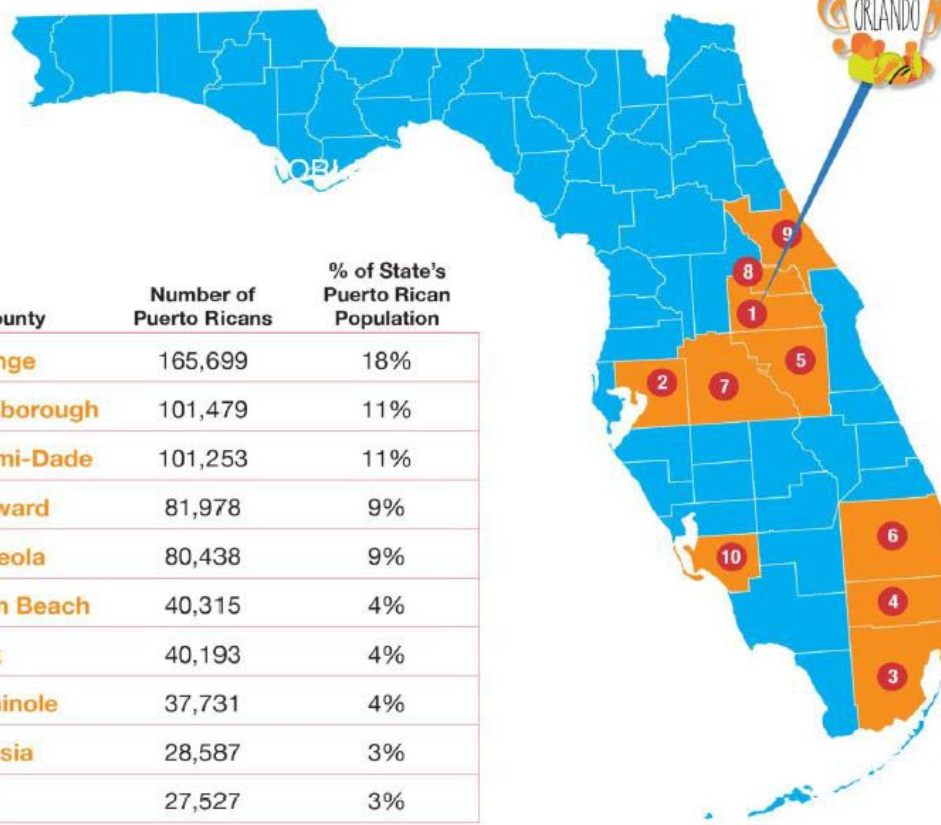
There are approximately  
**1,000,000**  
Puerto Ricans  
living in Florida today



OVER  
**4.9**  
MILLION  
LATINOS CALL  
FLORIDA HOME



SANSE TAKES ORLANDO IS LOCATED WHERE  
MOST PUERTO RICANS LIVE.



	County	Number of Puerto Ricans	% of State's Puerto Rican Population
1	Orange	165,699	18%
2	Hillsborough	101,479	11%
3	Miami-Dade	101,253	11%
4	Broward	81,978	9%
5	Osceola	80,438	9%
6	Palm Beach	40,315	4%
7	Polk	40,193	4%
8	Seminole	37,731	4%
9	Volusia	28,587	3%
10	Lee	27,527	3%



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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*



"Las fiestas de **San Sebastián** tienen ediciones en ciudades de EE.UU."

El Nuevo Día



Ednita Nazario arrasa en las Fiestas de la SanSe en Orlando. La cantante logró reunir a más de **50,000** espectadores en su primera presentación de esas festividades en la Florida Central

El Nuevo Día



"Calor boricua vence al frío en el cierre de la **SanSe en Orlando**"

Primera Hora

**100<sup>+</sup>** *Kiosks*  
HANDICRAFT AND PRODUCTS

**20<sup>+</sup>** *Kiosks*  
FOOD AND BEVERAGE

OVER **40** *Media Articles*



# MEDIA PARTNERS



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# SPONSOR PACKAGES

\$50,000.00

- ☐ 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 discuss)
- ☐ On-stage live mention of you brand



# SPONSOR PACKAGES

\$25,000.00

- ☐ 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)
- ☐ 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)
- ☐ On-stage live mention of you brand





# SPONSOR PACKAGES

\$10,000.00

- ❑ National and Local media outreach with brand mention in media alert
- ❑ Logo placement in all communications: social media, flyers
- ❑ Logo placement in special insert about the festivities
- ❑ 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)



# SPONSOR PACKAGES

\$5,000.00

- ❑ Logo placement in all communications: social media, flyers
- ❑ Logo placement in special insert about the festivities
- ❑ 10' x 10' space and the opportunity to interact with the public, hand out giveaways, and participate in other activities (to be discuss)

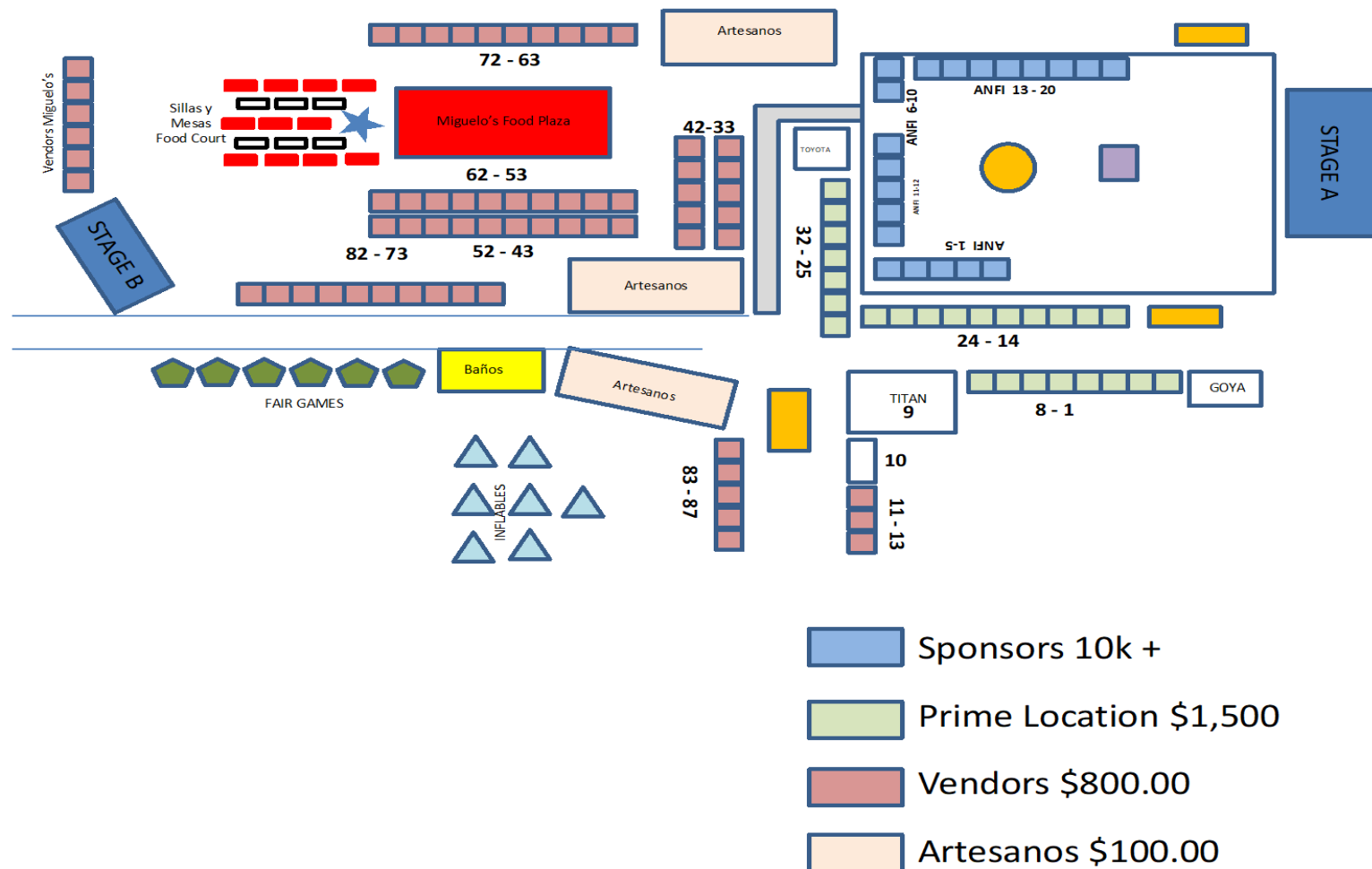




# SITE MAP

## Central Florida Fair

4603 W. COLONIAL DRIVE  
ORLANDO, FLORIDA



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THANK YOU



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