

JUNTA BORICUA



LA
SANSE
TAKES
ORLANDO

SATURDAY JANUARY 27
CENTRAL FLORIDA FAIRGROUNDS



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.

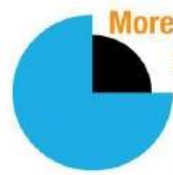




There are approximately
1,000,000
Puerto Ricans
living in Florida today

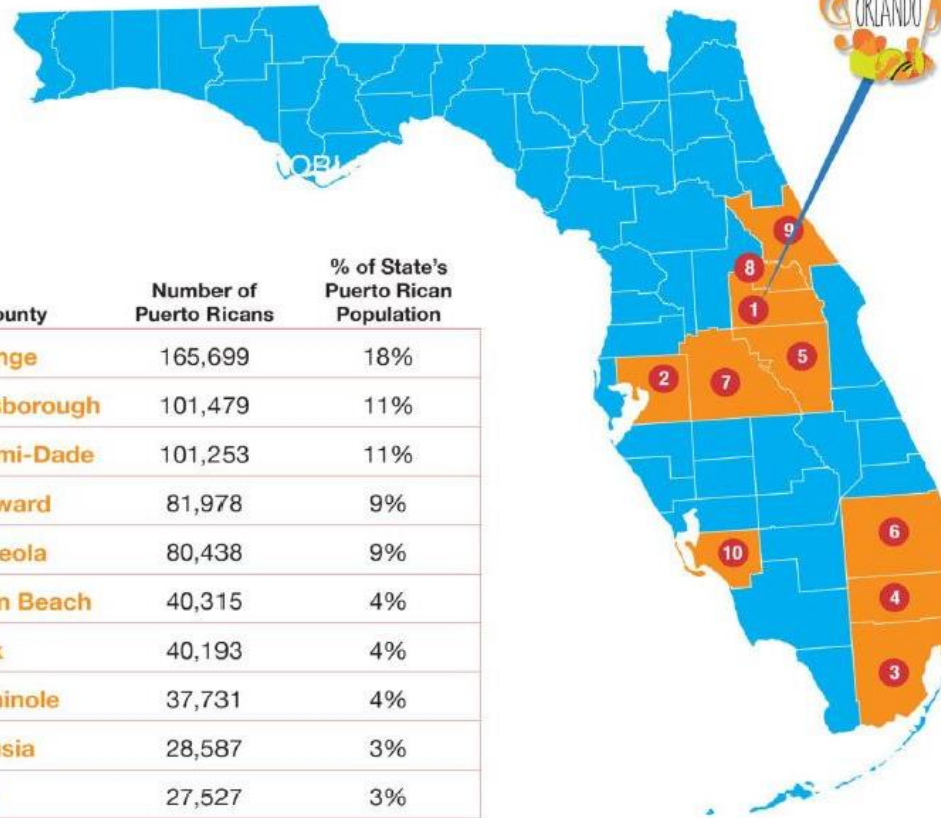


OVER
4.9
MILLION
LATINOS CALL
FLORIDA HOME



More than **three quarters** of all Puerto Ricans
in Florida reside in just **10** counties

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%



LA
SANSE
TAKES
ORLANDO



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*



100⁺ *Kiosks*
HANDICRAFT AND PRODUCTS

20⁺ *Kiosks*
FOOD AND BEVERAGE

OVER **40** *Media Articles*



MEDIA PARTNERS



iHeart
MEDIA



SPONSOR PACKAGES

\$50,000.00

Broadcast

- ☐ Sponsor ID in minimum of 200 Promos on Rumba
- ☐ Sponsor ID in minimum of 200 Promos on IHeart Radio

Digital

- ☐ Company name mention in 100,000 impressions social media campaign
- ☐ Inclusion in 4 media post
- ☐ Name inclusion in paid social campaign

Promo & On site

- ☐ 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



By signing this page, I approve this sponsorship proposal:
Client's Print name _____ Client's Signature _____ Date: _____

SPONSOR PACKAGES

\$25,000.00

Broadcast

- ☐ Sponsor ID in minimum of 100 Promos on Rumba
- ☐ Sponsor ID in minimum of 100 Promos on IHeart Radio

Digital

- ☐ Company name mention in 50,000 impressions social media campaign
- ☐ Inclusion in 2 media post
- ☐ Name inclusion in paid social campaign

Promo & On site

- ☐ 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



By signing this page, I approve this sponsorship proposal:

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SPONSOR PACKAGES

\$10,000.00

Broadcast

- ☐ Sponsor ID in minimum of 100 Promos on Rumba
- ☐ Sponsor ID in minimum of 100 Promos on IHeart Radio

Digital

- ☐ Company name mention in 50,000 impressions social media campaign
- ☐ Inclusion in 2 media post
- ☐ Name inclusion in paid social campaign

Promo & On site

- ☐ 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)



By signing this page, I approve this sponsorship proposal:
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SPONSOR PACKAGES

\$5,000.00

Broadcast

- ☐ Sponsor ID in minimum of 50 Promos on Rumba
- ☐ Sponsor ID in minimum of 50 Promos on IHeart Radio

Digital

- ☐ Inclusion in 2 media post

Promo & On site

- ☐ 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)



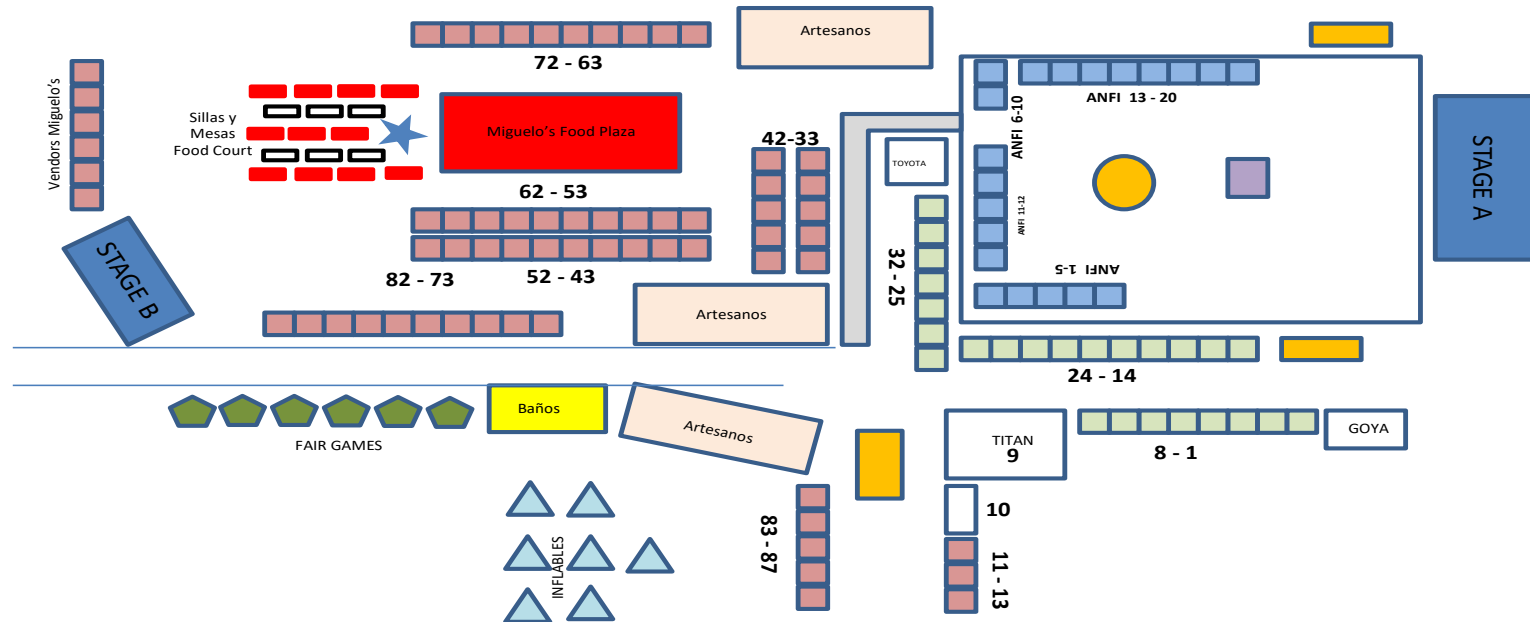
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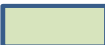


Client's Print name_____ Client's Signature_____ Date:_____

SITE MAP

Central Florida Fair

4603 W. COLONIAL DRIVE
ORLANDO, FLORIDA



-  Sponsors 10k +
-  Prime Location \$1,500
-  Vendors \$800.00
-  Artesanos \$100.00





THANK YOU



iHeart
MEDIA