

The Maryland-National Capital Park and Planning Commission  
Department of Parks and Recreation, Prince George's County

37th Annual  
**Hispanic  
Festival**



**Sunday, September 16, 2018**  
**12 noon–6 pm**  
**Lane Manor Park**  
**Adelphi, Maryland**



**SPONSORSHIP OPPORTUNITIES**

[www.pgparcs.com/hispanic\\_festival](http://www.pgparcs.com/hispanic_festival)



## FESTIVAL OVERVIEW

Since 1980, The Maryland-National Capital Park and Planning Commission, Department of Parks and Recreation in Prince George's County has been celebrating its annual Hispanic Festival on the beautiful grounds of Lane Manor Park in Hyattsville, Maryland. Held every year in September, the festival celebrates Hispanic culture and heritage in Prince George's County and in the Washington D.C./Maryland/Virginia metropolitan area.

The Hispanic Festival's popularity has grown over the years, attracting over 15,000 people. Families from all over come to take pleasure in live entertainment, performances, music, dancing, ethnic foods, activities for children and teens, carnival rides, games, arts & crafts, face painting, pony rides, exhibitions and much more.

## SPONSORSHIP BENEFITS

The Hispanic Festival serves as a connection point between sponsoring organizations and the rapidly growing Latino population. This dynamic festival, and the community which it draws, provides wonderful opportunities for sponsorship. As a festival sponsor, organizations can pioneer new markets, introduce products, and become a part of a distinctive and valued tradition. Replete with benefits and opportunity, sponsorship of the Hispanic Festival is an investment with a guaranteed return!

We invite you to be part of the Annual Hispanic Festival at one of these levels of sponsorship opportunities: Gold (\$7,000), Silver (\$5,000), Bronze (\$2,000), Ruby (\$1,000) and Friends of Hispanic Festival (\$600). **Please note:** Early registration is encouraged; there are no refunds for sponsorship packages.



### For more information contact:

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Cheryl Moran – 301-408-4328  
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Attention Gold, Silver, and Bronze Sponsors: Your company's logo must be received no later than Sunday, August 26, 2018, in order to guarantee placement on the Hispanic Festival's banners. Logos must be in a high-resolution JPEG, PDF, EPS, or TIF format. Please email your logos to: Eric Smith at [eric.smith@pgparks.com](mailto:eric.smith@pgparks.com), and to Cheryl Moran at [cheryl.moran@pgparks.com](mailto:cheryl.moran@pgparks.com).

**\$7,000 GOLD**

Sponsorship  
Benefit Package

- First choice in premier booth location
- Company advertising vehicle parked in designated (32'x32') space
- Six (6) announcements recognizing your company on stage and a two (2) minute live promotional address on the main stage
- Sponsor hospitality tent (Eight (8) sponsor staff can enjoy light refreshments, lunch and VIP restroom.)
- Exclusive naming rights to a festival venue  
Your company's name or logo will appear in ONE of the following areas:
  - Shuttle buses
  - Children and Youth area
  - Food court
- 10' x 10' private canopy and festival sponsorship booth space in the most populated area (includes two (2) tables and two (2) chairs)
- Literature distribution at your booth and front gate
- Six (6) sponsor parking passes
- Commemorative Award
- Your company's name or logo included on the Hispanic Festival's program
- Your company's name or logo featured on the Hispanic Festival's web page
- Your company's name or logo included on the Hispanic Festival's banners



**\$5,000 SILVER**

Sponsorship  
Benefit Package

- Company advertising vehicle parked in designated space (limited to 32' L x 30' W)
- 10' x 10' Private canopy and festival sponsorship booth space in the most populated area
- Four (4) announcements recognizing your company on stage and a two (2) minute live promotional address on the main stage
- Literature distribution at your booth (Sponsors are not allowed to distribute literature elsewhere on the festival grounds.)
- Sponsor hospitality tent (Six (6) sponsor staff can enjoy light refreshments, lunch and VIP restroom.)
- Four (4) sponsor parking passes
- Commemorative Award
- Your company's name or logo included on the Hispanic Festival's program
- Your company's name or logo featured on the Hispanic Festival's web page
- Your company's name or logo included on the Hispanic Festival's banners

See back for Bronze, Ruby, and Friends of Hispanic Festival sponsorship packages

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**\$2,000 BRONZE**

Sponsorship  
Benefit Package

- 10' x 10' Private canopy and festival sponsorship booth space, including two (2) tables and four (4) chairs
- A live promotional address on the main stage (Your company's representative will be allocated up to two (2) minutes to address the audience.)
- Two (2) announcements recognizing your company on stage
- Literature distribution at your booth (Bronze and silver sponsors are not allowed to distribute literature elsewhere on the festival grounds.)
- Sponsor hospitality tent (Four (4) sponsor staff can enjoy light refreshments, lunch and VIP restroom.)
- Commemorative award
- Two (2) parking passes
- Your company's name or logo included on the Hispanic Festival's program
- Your company's name or logo featured on the Hispanic Festival's web page
- Your company's name or logo included on the Hispanic Festival's banners

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**\$1,000 RUBY**

Sponsorship  
Benefit Package

- 10'x 10' Private canopy and festival sponsorship booth space, including (1) table and two (2) chairs
- Sponsor hospitality tent (Four (4) sponsor staff can enjoy light refreshments, lunch, and VIP restroom.)
- Your company's name or logo included on the Hispanic Festival's program
- Your company's name or logo featured on the Hispanic Festival's web page
- Your company's name or logo included on the Hispanic Festival's banners

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**\$600 FRIENDS  
OF HISPANIC  
FESTIVAL**

Sponsorship  
Benefit Package\*

- Company marketing literature distributed at the Department of Parks and Recreation General Information booth located at the entrance of the festival
- Your company's name or logo included on the Hispanic Festival's program
- Your company's name or logo featured on the Hispanic Festival's web page
- Your company's name or logo included on the Hispanic Festival's banners

*\* This package does not include a tent and booth space at the festival.*



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