

LATIN HERITAGE FESTIVAL

**SPONSORSHIP
PROPOSAL**



10.10.2021

ADDRESS

Rotary Centennial Pavilion
107 N South St,
Gastonia, NC 28052

FESTIVAL ATTRACTIONS

	Performers/ Bailador Zumba Dancers Salsa Lessons		Music/ Música Live performances
	Unity/ Unidad Non profit participation		Raffles/ Rifas Prizes
	DJ Mustard Seed Records English and Spanish music		Food/ Comida Tamales- Lonchera Florecita Food Truck- Al Paladar Catering Drink Specials- Viva Tequis Empandas- El Sombrero Bakery

SHARING LATIN CULTURE

Latin America is a large region extending from Mexico in the north to Argentina in the south. It's full of diversity, culture, and traditions and is known for the hospitality and happiness of its people. The region has a population of over 600 million people with a mixture of different ethnicities. The majority identify themselves as mestizos, a mixture of European, indigenous, and African ancestors.

5 LATINX FACTS

GASTON COUNTY

The Latin community is booming in Gaston County! Our population, business and community endeavors are expanding to provide much needed representation.

1

Diversity in the Latinx Community

There are 33 countries in Latin America and the Caribbean today, according to the United Nations. The Latinx community has a rich and diverse history of indigenous cultures, European colonization, African slavery, and global immigration that no one term can adequately describe the depth and complexity of all the cultures.

2

Population

By 2050, 1 out of every 3 Americans will Be Latinx. Census Bureau estimates that NC's Latin population grew by 226k new residents, an increase of 28.3%, faster than the growth of this population nationwide. 60% of Latinxs in the U.S. are 35 or younger. This equates to a lot of youth who can vote, create change, provide new leadership, and help take our people even further!

3

Leadership Representation

Just this year Gaston DHHS created the position of Latinx Outreach Coordinator which is currently filled by Diana Willman from Cali, Colombia. Capt. Nancy Brogdon became the GCPD's first Latina captain and only its third female captain with her recent promotion. Officer Alvaro Jaimes, who operates as a community coordinator was the lead organizer for the WOW festival earlier this year.

4

Economic Growth

\$40 Billion- The GDP contribution employed Latinos will make to the US economy in 2019 and every year thereafter. If the Latino market where a country, it would be the 8th largest economy in the world. Latinos are twice as likely to start a new business as the rest of the US population. In the last decade, 80% of all new businesses Were Started by Latinxs. 1 in 5 American companies currently have foreign-born owners.

5

Areas of Improvement

Latinx community makes up just 7.6% of the county's almost 225,000 residents, they represent about 20% of the county's 29,000 COVID-19 cases since the pandemic began. North Carolina's Hispanic/Latinx community makes up about 19% of the state's more than one million cases.

SPONSORSHIP PACKAGE



Making a Difference

With your generous contribution the Latin Heritage Festival has the potential to reach thousands of Gaston County residents, closing the gap between different ethnic and racial communities, local government and its resources. This is an opportunity to show our largest growing minority demographic that they are wanted, appreciated and matter.

\$75

Tier 1

Promotion on all digital ads

\$150

Tier 2

Tier 1 + Logo on the official festival banner

\$300

Tier 3

Tier 1 and 2 +
Private booth and company banner at the festival

In Kind Donations Needed

Volunteer t-shirts through Pickleweeds Press

Refreshments and food for 15-20 volunteers

Vendor tents and booths- 10 each

Festival face masks- 100