

# 2025 SPONSORSHIP OPPORTUNITIES

September 14 • Great Park

## Fiesta Latina en Irvine

Join us in celebrating Hispanic Heritage Month during the fourth annual Fiesta Latina en Irvine as we honor Hispanic Americans who have positively influenced and enriched our nation, society, and community.

Fiesta Latina en Irvine is a free event that will allow sponsors to represent their brand in front of over 5,000 guests at the Great Park  
Sunday, September 14, from 11 a.m. to 4 p.m.

[cityofirvine.org/fiesta](https://cityofirvine.org/fiesta)

For more information, please call 949-724-6606  
or email [specialevents@cityofirvine.org](mailto:specialevents@cityofirvine.org).



# SPONSORSHIP PACKAGES

Sponsorship benefits can include on-site recognition, and extend to all of the City's digital marketing for the event series. All sponsor-provided content is subject to City approval.  
Sponsorship package pricing is as follows:

## PRESENTING SPONSOR

### \$15,000

*One available*

Display booth: 10x20 tent with additional 10x10 space available for display, up to 10x30 footprint.

Logo, linked URL, and acknowledgment on event web page.

Logo and acknowledgment on event social media.

Logo and acknowledgment on sponsor banner (must be confirmed by August 29).

VIP parking for five vehicles at event.

Acknowledgment on stage by City Councilmember during welcome remarks.

Opportunity for company signage placement at entrances of festival.

Recognition on City issued press release.

## COMMUNITY SPONSOR

### \$5,000

*Three available*

Display booth: 10x10 tent with additional 10x10 space available for display, up to 10x20 footprint.

Logo and acknowledgment on event web page.

Acknowledgment on event social media.

Logo and acknowledgment on sponsor banner (must be confirmed by August 29).

VIP parking for two vehicles at event.

Acknowledgment on stage by City Councilmember during welcome remarks.

## SUPPORTING SPONSOR

### \$2,000

Display booth: 10x10 tent; can upgrade to 10x20 footprint for additional \$1,000.

Acknowledgment on event social media.

Logo and acknowledgment on sponsor banner (must be confirmed by August 29).

Acknowledgment on stage by City Councilmember during welcome remarks.

## EXHIBITOR

### \$350+

Display area: 10x10.  
*Does not include canopy.*

In-kind activity for children required for booth participation.



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