



2025

Sponsors

Placita Latina 2025



Placita Latina 2025 - Overview

We are currently inviting sponsors to participate in the 5th Annual Placita Latina Festivities.

Over 5,000 people attended Placita Latina events in 2024, including Salsa on the Square, our Latinx Art Showcase, and Day of the Dead Parade. The diverse audience enjoyed live music, food, and crafts, a curated art exhibit in partnership with the Decatur Arts Alliance, and a Day of the Dead parade from the historic Decatur cemetery to the town square.

2025 builds upon the overwhelming success of years past while adding new attractions like the StreetFest at Salsa on the Square that not only highlights the diverse cultures of Latin America, but also provides sponsors with increased visibility and name recognition throughout each event.

Placita Latina 2025 - Salsa on the Square

In 2025, we are taking the fiesta to the street! We are taking over Ponce de Leon Avenue in downtown Decatur and throwing **the biggest street party of the year**. This StreetFest is driven by music starting at 4pm with DJ's and special guest performances, followed by dance lessons, professional salsa exhibitions, and our headliner band Dela Fuente & The Caribbean Soul Band.

50+ vendors from Mexico, Central America, The Caribbean, and South America showcase the food, artistry, and flavors of Latin America in two distinct "barrios" of the festival: **El Mercadito** ("The Market") and **El Rincon Caribeno** ("The Caribbean Corner"). Lead sponsors reserve the naming rights of these two areas of the festival, as well as the **La Tarima** ("The Stage").

Placita Latina 2025 - Promotional Materials

Sponsors also receive **recognition in print and online promotional materials, including banners, flyers, newspapers, social media, websites, local news outlets, radio spots, and announcements** during the events.

Sponsors also have the opportunity to receive **VIP access to events and meet artists and performers, “spotlight moments” at our premier event Salsa on the Square, hospitality booths at events, and other special recognition** before, during and after all events.

Placita Latina 2025 - Hospitality Tents

Each sponsor will have a designated 10x10 space to set up a tent / booth to promote their business and/or use as a hospitality tent* for invited guests. September can be hot and there is nothing like a shaded space to gather and rest, relax, and enjoy some of the fabulous food and drinks available at Salsa on the Square.

* Hospitality tents can be set up for sponsors with table and chairs, if desired.

“Habanero” Level: \$5,000+

For our Top level “*Habanero*” sponsors, we will provide maximum coverage, including PR, Signage and Digital exposure, across all events:

- **Logos on oversized banners & all event signage.**
- **Hospitality Tent/booth in prime location** at Salsa on the Square
- **Logo on Pre-event promotional materials** (street banners, yard signs, post cards)
- **“Spotlight” moment**, on stage at Salsa on the Square
- **Mentions by MC at all events**
- Logo/Mention on **Website & Social Media**
- **VIP Access** for 6 to all events, including 6 drink/food tickets at Salsa on the Square
- Special photo op and Artist “meet and greet”
- **Naming rights** for El Mercadito, El Rincon Caribeno, or La Tarima festival areas
- Inclusion in PR efforts, including Press release and mention in interviews

Tents at Salsa on the Square measure 10 x 10 ft w/ power and can be used as a hospitality area by sponsor and up to 8 guests during the event. Sponsors can also elect to promote their business. Tents can also be gifted to a local market vendor or non-profit to promote their products / services.

"Serrano" Level: \$2,500+

For our "Serrano" level sponsors, we will provide excellent coverage, including PR, Signage and Digital exposure, across all events:

- Logos on oversized banners, including stage banner
- Logos on pre-event promotional materials (street banners, yard signs, post cards)
- Mentions by MC at Salsa on the Square event
- Invitation to meet the performers and artists at events
- Inclusion in all event signage
- Logo/Mention on Website & Social Media
- Hospitality Tent/booth at Salsa on the Square
- 4 free drink/food tickets at Salsa on the Square event

Hospitality tents at Salsa on the Square measure 10 x 10 ft and have access to power. Tents can be used as a hospitality area by sponsor and up to 8 guests at any given time during the event. Sponsors can also elect to promote their business. Tents can also be gifted to a local market vendor to use as a point of sale or a non-profit to promote their purpose.

“Jalapeño” Level: \$1,000+

For our “*Jalapeño*” level sponsors, we will provide excellent coverage, including Signage and Digital exposure, across single events:

- Inclusion in all event signage
- Logo on promotional postcard / flyer
- Logo/Mention on Website & Social Media
- Hospitality tent/booth at Salsa on the Square event

Hospitality tents at Salsa on the Square measure 10 x 10 ft and have access to power. Tents can be used as a hospitality area by sponsor and up to 8 guests at any given time during the event. Sponsors can also elect to promote their business. Tents can also be gifted to a local market vendor to use as a point of sale or a non-profit to promote their purpose.

Sponsor Engagement: Next Steps

All sponsorships are tax-deductible via Placita Latina's non-profit fiscal agent [Comunidad Connect](#). Proceeds support outreach efforts in the USA and social impact programs in Nicaragua and the Dominican Republic.

To Learn more about Placita Latina and sponsorship opportunities, please contact Jon Thompson at 404-444-9147 / jon@comunidadconnect.org

Website: www.placitalatinaga.org

Important Dates for Promotional Materials:

Aug 15 - Deadline for Flyers

Aug 29 - Deadline for Banners

Sep 20 - Deadline to lock in sponsorships for 2026!

MUCHAS GRACIAS!

