

★ Sunday May 27th, 2018 ★ Avenue C Corridor ★ Lower East Side, NYC ★

The Loisaida Festival



[The Loisaida Festival](#)

[#LoisaidaFest2018](#)

info@loisaida.org

loisaidafest.org

The 2018 Loisaida Festival is Coming!

[The Loisaida Festival](#) is the largest ethnic community pride festival in the Lower East Side. Over 25,000 converged on Avenue C—Loisaida Avenue to participate in last years amazing street fair event. More locals, citywide, regional and global visitors pack the Avenue every year.

[The Loisaida Festival](#) offers diverse manifestations of the Puerto Rican and Latino cultures expressed through music, dance, live theatre performances, cuisine, and the arts and crafts of the many artisans that are our prime vendors. Besides delivering top-notch live musical entertainment that features well-known names, the event is also a venue for local artists and emerging talent. It also serves as an important vehicle to disseminate educational, wellness and community services information to its visitors.

[The Loisaida Festival](#), along with the colorful and expressive Artist/Community Parade that precedes and kicks-off the day-long event, have become the annual signature Loisaida, Inc. production that brings together all cultures to celebrate the inclusive spirit of the LES. Funds raised go directly to our non-profit for programming and community services that are based out of our new Loisaida Community Center on 9th Street and Avenue C, where we now enjoy a long-term lease [50 years] for our 10,000 square foot facility.

Our corporate, public and individual supporters that contribute generously to the event appreciate that the Sunday, May 27th Festival is a true culmination of a year-long community curated program of workshops, residencies, intergenerational activities and partnerships that are the foundation of, and create the energy and impetus behind the Festival. Your support guarantees innovative

cultural and community development programs in media and technology, healthy living, as well as our culinary arts component in our new upcoming teaching commercial kitchen.

From contract to cleanup, the Loisaida team aims to meet sponsor expectations at every level providing an excellent opportunity to engage thousands of festival visitors on the day, and display branding Logo throughout social media, and beyond, for many preceding and subsequent months.



"Be part of a memorable time while making an investment that will bear fruit for our community long-term."

Libertad Guerra, Loisaida Director

Support the 31st Annual Loisaida Festival
Become a Sponsor TODAY!

Event Reach

Event Reach

May 28th, 2017—30th Anniversary Festival attendance hit an all-time high of 30,105.

Web Reach

April, May and June 2017

Impressions for #LoisaidaFest on media platforms: 3,344,667

Social Reach

During May 2017 our reach on social media was 1,559,967 with approximately 5,568,165 impressions under the hashtag #loisaidafest on the most popular social media platforms.



Batalá by Ryan John Lee

Mainstream and Local Media Reach

560,706,783

Unique visitors per month from Jan—May 2017 secured across all platforms.



Sponsorship Opportunities

LOISAIDA PATRON SPONSOR

Sponsorship Level - \$50,000

- Patron Level recognition on all advertising and promotional materials; electronic media, and print.
- Patron Sponsor logo on the Festival Main Stage, press releases, all promotional materials, event program, and map.
- Patron Sponsor Company banner at Loisaida Festival.
- Two outfitted [tables, chairs, banners] prominent Loisaida Festival Booths.
- Patron Company logo and web-link on Loisaida Festival and Loisaida, Inc. websites.
- Ten guest Invites to Loisaida Festival Media Awards Reception.
- Public Recognition at Loisaida Festival Opening Reception with greeting opportunity for Sponsor representatives.
- Patron Sponsor Company mention by MC on Main Stage at various intervals.

LOISAIDA PRESENTER SPONSOR

Sponsorship Level - \$25,000

- Presenter Level Sponsor recognition on all advertising and promotional materials; electronic media, and print.
- Two outfitted [tables, chairs, banners] prominent Loisaida Festival Booths.
- Presenter Company logo and web-link on Loisaida Festival and Loisaida Inc. websites.
- Eight [8] guest invites to Loisaida Festival Media Awards Reception.
- Public Recognition at Loisaida Festival Opening Reception.
- Company mention by MC on Main Stage.



Sponsorship Opportunities

LOISAIDA PARTNER SPONSOR

Sponsorship Level - \$10,000

- Recognition on all advertising, media and printed materials.
- One Loisaida Festival Booth.
- Company logo and web-link on Loisaida Festival website.
- Six Invites to Loisaida Festival Media Awards Reception.
- Recognition at Loisaida Festival Opening Reception.
- Company mention by MC on stage.

COMMUNITY PARTNER SPONSOR

Sponsorship Level - \$5,000

- Recognition on all advertising, media and printed material.
- One Loisaida Festival Booth.
- Company logo and web-link on Loisaida Fest website.
- Four Invites to Loisaida Festival Media Awards Reception.
- Recognition at Loisaida Festival Opening Reception.
- Company mention by MC on stage.

NEIGHBORHOOD FRIEND SPONSOR

Sponsorship Level - \$2,500

- Recognition on all advertising, media and printed material.
- One Loisaida Festival Booth.
- Company logo and web-link on Loisaida Festival website.
- Two Invites to Loisaida Festival Media Awards Reception.



2017 Line-up, Itinerary and Interest Zones

ARTS ZONE

ECO & SCIENCE ZONE
BioBus
Green Organizations

KIDS ZONE
New York Nicks Corner (NE corner of 10th street)
Inflatable Slides & Bounce Houses
Big Chair
Haagen Dazs FREE Ice-Cream All Day
Friends of the Highline (workshops)
El Museo del Barrio (workshops)
Lower East Side Girls Club

MAIN STAGE LINE UP
12th Street & Avenue C.
Hosted by: J.W. Cortés

12:00 Welcome Remarks
12:05 Batalá New York (Samba-Reggae)
12:30 J.W. Cortés and National Anthem
12:40 UpBeat Youth Big Band
1:05 Jean d'Arc Casas (Flamenco)
1:20 Lizbeth Román
1:35 Rubí (Rock-n-Roll Neoyorkino)
2:15 Proclamation and 2017 Viva Loaisaida Awards
2:35 Supermambo (Tribute to Tito Puente)
3:25 Fran' Ferrer Puerto Rico 2010
4:25 Son del Monte (70's Charanga)
5:05 Los Pleneros de la 21
5:30 Closing Remarks

THEATER LAB LINE UP
at La Plaza Cultural Community Garden
SW corner of 9th Street and Avenue C

Fernandito Ferrer 12:00
Disney's Alladin by P.S. 188 12:25
June Bug Basura & Don Papo Cucaracha 12:35
Marta and the Muses 1:00
Omar Iloy / Poetry 1:25
Mezcolanza: Featuring Lizbeth Roman, Poncili, and more! 1:45
Cabezudo Pagent by Artists-in-Residents 5:10

The LOISAIDA Festival NYC

Yes, I would like to sponsor the Loisaida Festival!

The Latino Heartbeat of the Lower East Side

Company Name _____

Contact Name/Title _____

Address _____

Telephone Number _____ Email _____

- \$50,000 - Loisaida Patron _____
- \$25,000 - Loisaida Presenter _____
- \$15,000 - Headliner Sponsor _____
- \$10,000 - Loisaida Partner _____
- \$5,000 - Community Partner _____
- \$2,500 - Neighborhood Friend _____

Make checks payable to:
Loisaida Inc. (EIN: 13-3023183)
Send check to: **Loisaida Inc.**
Att. Lymaris Albors
300 East 175th Street
New York, NY 10457
Loisaida Inc. is a registered 501(c)(3)
All contributions are tax deductible to the full extent of the law.

For Additional Sponsorship Opportunities please email/call

Ms. Julia Jones; jjones@promesa.org, Tel: 347.649.3291 or 646.726.4715

I cannot attend, but enclosed is my contribution of \$ _____

Print Name _____

Sign Name _____ Date ___/___/___

Thank you!

