



February 5th, 2023

Dear Friend,

The Loisaida, Inc. Arts and Cultural Center invites you to participate in our **36th Annual Loisaida Festival**, which will take place **Sunday, May 28th, 2023**, along Loisaida Avenue – the Avenue C Cultural and Commercial Corridor of the East Village/Alphabet City/Loisaida neighborhood.

Since 1987, the **Loisaida Festival** has been the largest Latino community celebration of Lower Manhattan, growing annually in size, excitement, and impact. The Loisaida Festival highlights the unity and resolve of the Lower East Side while featuring the contributions of the diverse immigrant communities, largely Puerto Rican and Latin American, who for many generations made such an indelible mark in its history, arts, culture, politics, economy, growth, and traditions. It continues to be an iconic event focusing on Latino culture, music, cuisine, and art, while envisioning a brighter, greener, and healthier future for our communities.

In keeping with our annual tradition, this year's Loisaida Festival will represent a culmination of the year-round programming that has taken place at the **Loisaida Center**, highlighting new and ongoing partnerships that serve individuals of all ages and backgrounds living in the Lower East Side and beyond. There are two initiatives that are specifically significant for us this year: **Ecolibrium** – Loisaida's Environmental Justice and Sustainability Initiative that has already received recognition from City and State agencies, as well as "**La Cocina de Loisaida**", which we will inaugurate this year with the completion of our fully equipped teaching commercial kitchen facility.

The Loisaida Festival attracts over 20,000 visitors annually from all walks of life—families, long-time and new residents, neighbors, and visitors from the surrounding boroughs, and the larger Tri-State Area. It is also a hybrid in-person/digital event with LIVE streaming through our growing media and technology community production studio and 24/7 digital program (**Loisaida-TV**).

Each year the festival's main stage and pre-festival activities are graced with the presence of distinguished organizational leaders, elected and government officials, top tier musical entertainers and performers. In keeping with this tradition, Loisaida is excited to announce that the **VIVA Loisaida! Awards** and Loisaida Festival media and press event will take place at Grand Street Settlement's Essex Crossing Community Center at 75 Delancey Street, on Tuesday, May 23 at 5:30 pm.

Please see **2023 Sponsorship Opportunities** below and consider pledging your support at the highest sponsorship level! Should you need further information, do not hesitate to contact us. We look forward to celebrating with you!

Sincerely,

Alejandro Epifanio Torres,

Executive & Artistic Director – Loisaida, Inc.

2023 Loisaída Festival Sponsorship Opportunities



LOISAIDA PLATINUM SPONSOR - PLEDGE \$50K

- Platinum level recognition on the Festival Main Stage, press releases, all promotional materials, event program, map/itinerary, advertising, and promotional materials; electronic media, print and LIVE feed. (YouTube, Facebook, Instagram)
- 10 invites to Loisaída Festival Viva Loisaída! Awards Ceremony on Tuesday, May 23rd, 2023.
- All the perks of a Loisaída Gold Sponsor level.
- **LIVE Multicast:** 30 sec. video announcement pre-recorded inside TV Loisaída aired before and after each Main Stage Act during LIVE Festival feed. (Multicast simultaneously on YouTube, Facebook, Instagram)

LOISAIDA GOLD SPONSOR - PLEDGE \$25K

- 2 prominent Loisaída Festival Booths outfitted with tents, tables, and chairs.
- Company logo will be promoted on social media announcements two weeks prior to festival date.
- 8 invites to Loisaída Festival Viva Loisaída! Awards Ceremony on Tuesday, May 23rd, 2023.
- Recognition at Loisaída Festival Opening Reception.
- All the perks of a Silver Sponsor level.
- **LIVE Multicast:** 15 sec. video announcement pre-recorded inside TV Loisaída aired every half-hour during LIVE Festival feed. (Multicast simultaneously on YouTube, Facebook, Instagram)

LOISAIDA SILVER SPONSOR - PLEDGE \$10K

- Company logo on Loisaída Festival Commemorative Poster. (limited edition print)
- 6 invites to Loisaída Festival Viva Loisaída! Awards Ceremony on Tuesday, May 23rd, 2023.
- All the perks of a Community Supporter Sponsor level.
- **LIVE Multicast:** 15 sec. video announcement pre-recorded inside TV Loisaída aired on the hour during LIVE Festival feed. (Multicast simultaneously on YouTube, Facebook, Instagram)

COMMUNITY SUPPORTER SPONSOR - PLEDGE \$5K

- Recognition on web-based advertising, social media, and company logo on local printed media outlets distributed across the city.
- 1 Loisaída Festival Booth outfitted with tents, table, and 2 chairs
- Company logo on Main Stage Banner.
- Company logo and web-link on Loisaída Fest website.
- 4 invites to Loisaída Festival Viva Loisaída! Awards Ceremony on Tuesday, May 23rd, 2023.
- **LIVE Multicast:** 15 sec. “in-booth” shout-out & company logo on-screen aired on the hour during LIVE multicast.

NEIGHBORHOOD FRIEND SPONSOR - PLEDGE \$2.5k

- 1 Loisaída Festival Booth outfitted with tents, table, and 2 chairs
- Company logo and web-link on Loisaída Festival website and TV Loisaída
- 2 invites to Loisaída Festival Viva Loisaída! Awards Ceremony on Tuesday, May 23rd, 2023.
- **LIVE Multicast:** Company logo on-screen field aired on the hour during LIVE multicast.

For additional sponsorship opportunities please contact: festival@loisaída.org or info@loisaída.org

Thank you for supporting the 36th Annual Loisaída Festival – Sunday, May 28th, 2023



2023 Loisaida Festival Pledge Return Form:

Company Name: _____
Organization/Company Address: _____

Main Contact Name/Title: _____
Main Contact Email: _____
Main Telephone Number: _____

Secondary Contact Name: _____
Secondary Email: _____

Sponsorship levels, I choose to pledge:

- \$50,000 – PLATINUM SPONSOR LEVEL*
- \$25,000 – GOLD SPONSOR LEVEL*
- \$10,000 – SILVER SPONSOR LEVEL*
- \$5,000 – COMMUNITY SUPPORTER SPONSOR LEVEL*
- \$2,500 – NEIGHBORHOOD FRIEND SPONSOR LEVEL
- \$1,500 – **LIVE Multicast**: Company Logo on Screen Field in addition to my contribution of \$_____
- I cannot attend; however, I support this Historic Cultural Event with my contribution of \$_____
- To make a credit card contribution through PayPal, please [click here](#) or go to this link: paypal.me/LoisaidaCenter



*Main Stage Signage Opportunities are granted to pledges over \$5,000 or higher, limited time offer. Pledge Today!

Print Name: _____

Your Signature: _____

Date: ___/___/___

Please read the following Important information:

Make checks payable to:
Loisaida, Inc. (EIN: 13-3023183)
Loisaida, Inc. is a registered 501(c)(3)
All contributions are tax deductible to the full extent of the law.
Please Mail check together with this form to:
Loisaida, Inc. c/o Yancy Rincon yanrincon@promesa.org
Memo: 2023 Loisaida Festival - 311 East 175th Street, NY, NY 10457
Or bring payment to our main office at: 710 East 9th Street, NY, NY 10009



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