

Let's Celebrate



2025 SPONSORSHIP OPPORTUNITIES



La COALICIÓN
Latin American Coalition



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The Latin American Coalition (LAC), is the oldest and largest immigrant rights organization of the region, founded in 1990. LAC is a community of Latin Americans, immigrants and allies that promotes full and equal participation of all people in the civic, economic and cultural life of North Carolina through education, celebration and advocacy.

The Latin American Coalition's cultural mission is to create welcoming spaces for people of diverse backgrounds to connect by highlighting the richness and diversity of Latino cultures, supporting local Latino entrepreneurs and artists, and bringing over 35,000 community members together annually. Our events increase knowledge and appreciation of the wide range and richness of cultural forms in Latin America.

For corporate partners, our cultural events offer a unique opportunity to reach our region's diverse Hispanic population to promote your brand, services and products, as well as to generate new business for you.

GOOD FOR YOUR COMMUNITY AND FOR YOUR BOTTOM LINE

Marketing Potential

► Mecklenburg County's Latino population has grown over 1,500% since 1990. Today, the purchasing power of North Carolina's Latinos totals \$15.5 billion—an increase of 1,753% since 1990. La Coalición's events have become some of the best attended and most diverse cultural events in the Charlotte-Metrolina area, with more than 35,000 people attending in person, and thousands more exposed to the events through social media. As the region's oldest, and most-established Latino community-based organization, we have earned the trust of the community. Our cultural events are not only a celebration; they are a cultural patrimony with over 34 years of history.

History of Excellence and Community-Based Efforts

► Over 34 years of success producing community-based large-scale cultural events! Our events are created by the community for the community, as we have representatives from over 19 different countries who are actively involved. Our cultural representation is second to none, bringing internationally recognized stars, as well as high-quality local and regional performers.

Your Marketing Dollars and Community Impact

► In comparison to a private event planner, as a 501c3 non-profit, every dollar raised at our events is used to support our community-building programming. This includes our Immigrant Welcome Center, Economic Mobility Center, Immigration Law Clinic and community integration programs.



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2ND ANNUAL MÚSICA CON AMIGOS CLT

May 4, 2025 • Latin American Coalition • Charlotte, NC
Attendees: Over 1,000

Based on the great success of last-year's event, the Charlotte Symphony Orchestra will come back to our facilities in East Charlotte for a vibrant and unique experience.

- Gran Amigo -\$5,000 • Amigo de Honor -\$3,500
- Amigo Especial -\$1,500



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4TH ANNUAL HISPANIC-LATINO HERITAGE GALA CLT

May 9, 2025 • The Casey • Charlotte, NC • Over 300 participants

This prestigious event celebrates the rich heritage, culture, and contributions of the Hispanic-Latino community while supporting our core goal of providing a pathway to equity and belonging for an inclusive and diverse society.

- Diamond-Presenting -\$7,500 • Platinum -\$5,500
- Gold -\$2,500 • Bronze - \$1,500



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THE 35TH ANNUAL LATIN AMERICAN FESTIVAL CLT

September 20, 2025 • Charlotte, NC • Attendees: 20,000 +

With internationally renowned musical acts, savory cuisine, visual artist demonstrations, authentic crafts, dance presentations, and delightful children's activities travel through Latin America at Charlotte's signature cultural event.

- Diamond -\$15,500 • Platinum -\$10,500 • Gold-\$5,500
- Silver-\$3,500 • Bronze-\$2,500 • Nonprofit-\$1,250



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21ST ANNUAL DÍA DE MUERTOS CLT

November 1, 2025 • Camp North, Charlotte, NC • Attendees: over 15,000

An amazing and colorful celebration of the Mexican Day of the Dead Tradition.

- Presenting \$25,000 • Catrina \$10,000
- Marigold \$5,000 - Coco \$2,500 - Nonprofit \$1,250

A 10% DISCOUNT AVAILABLE FOR THOSE WHO SPONSOR MORE THAN ONE EVENT.