



La COALICIÓN
Latin American Coalition

Música CON amigos

MAY 4, 2025 · 4 P.M. - 7 P.M.



Latin American Coalition

4938 Central Ave, Charlotte, NC 28205, USA

WHY SUPPORT MÚSICA CON AMIGOS 2025?

This year, the Latin American Coalition celebrates 35 years of service, promoting equity, belonging, and cultural enrichment in the Charlotte community. Sponsorship of Música Con Amigos is an opportunity to align your organization with these core values, gain meaningful visibility, and make a tangible impact.

We look forward to partnering with you to make this milestone year an extraordinary celebration!

\$5,000

Gran Amigo

PRESENTING SPONSOR

Premier Benefits

- **Logo & Branding:** Prominent placement of your logo on all promotional materials, including posters, flyers, social media, press releases, and media coverage.
- **Exclusive Speaking Opportunity:** A representative from your organization will have the opportunity to address the audience during the event.
- **Event Recognition:** Acknowledgment as the Presenting Sponsor throughout the event, during the live stream, and in farewell remarks.
- **VIP Access:**
- **Seating:** Premium VIP seating for 30 guests, ensuring an exceptional experience.
- **Additional Perks:**
- **Brand Space:** A 10'x10' booth or tent space, including 1 table and 2 chairs, exclusively for your brand promotion.
- **Video Summary:** Your logo featured in a post-event video capturing key highlights.
- **Online Recognition:** Prominent display on LAC's website, newsletter, and social media platforms.
- **Publicity:** Your logo showcased in TV and print ads, as well as other publicity materials (subject to media partnerships).

\$3,500

Amigo de Honor

PLATINUM SPONSOR

Branding & Recognition:

Logo Placement: Prominent placement on promotional materials, press releases, and media coverage.

Event Recognition: Acknowledgment as a Platinum Sponsor throughout the event and during the live stream.

VIP Access: Premium VIP seating for 20 guests to enjoy the event in style.

Additional Perks:

Brand Space: A 10'x10' tent or booth space with 1 table and 2 chairs for brand promotion.

Video Summary: Inclusion of your logo in the post-event video summary.

Online Recognition: Featured presence on LAC's website, newsletter, and social media platforms.

Publicity: Your logo highlighted in TV, print ads, and other publicity materials (subject to media partnerships).

\$1,500

Amigo Especial

BRONZE SPONSOR

Branding & Recognition:

Logo Placement: Placement on promotional materials and press releases.

Event Recognition: Acknowledgment as a Bronze Sponsor throughout the event and during the live stream.

VIP Access:

Seating: Premium VIP seating for 10 guests to enjoy the cultural celebration.

Additional Perks:

Video Summary: Your logo included in a post-event video capturing memorable moments.

Online Recognition: Placement on LAC's website, newsletter, and social media platforms.

Publicity: Logo placement in TV and print ads, as well as other publicity materials (subject to media partnerships).

For more information contact Edwin Gil · cdo@mylac.org



Sponsorship Package Terms and Conditions

Benefits of the Sponsorship Package: LAC will fulfill all benefits outlined in the sponsorship package, provided the following conditions are met:

- The full payment must be completed.
- The sponsor must provide the logo in the requested format.
- Media Publication Dates: It is important to note that media publication dates are pre-scheduled. If the sponsorship agreement is signed during or after the publication process has begun, LAC cannot guarantee inclusion in those publications.

Festival Participation Conditions:

- Physical Space: LAC commits to providing a physical space for the sponsor's stand or booth.
- Electricity and Materials: LAC does not commit to supplying electricity or additional materials required by the sponsor unless explicitly stated in the sponsorship package.
- Food and Beverages: The sponsor is responsible for providing food and beverages for staff working at their stand, unless specified otherwise in the sponsorship package.
- Area Maintenance: The sponsor must leave the assigned area clean and in the same condition as was provided.
- Furniture: Any tables, chairs, or other furniture supplied by LAC must be returned at the end of the event.
- Schedule Compliance: The sponsor must adhere to the set-up and tear-down schedules.

Restrictions:

- External food or alcoholic beverages are not allowed, except for water.
- Weapons or any other items prohibited by event policies are not permitted.
- Exclusivity: LAC does not guarantee sponsorship exclusivity or the absence of other brands at the event.
- Audiovisual Materials: The sponsor is responsible for the quality, format, and content of any audiovisual materials they wish LAC to publish. LAC is only responsible for publishing such content under the agreed conditions.

Thank you for considering sponsorship opportunities for **Musica Con Amigos**, as we honor 35 years of cultural celebration, unity, and service to the Latin American community. For additional details or to secure your sponsorship, please contact us. Together, we can continue creating a pathway to equity and belonging for an inclusive and diverse society!

