



A NIGHT IN RIO

11th Annual Brazilian Carnival Experience

FEBRUARY 22, 2020

WWW.RIOCHARLOTTE.COM

11th Annual Brazilian celebration, A journey through Brazil. Sold out every year since 2011

Green and yellow can only mean one thing; the Latin American Coalition is gearing up for their eleventh annual Brazilian celebration, A Night in Rio! Get a taste of Brazilian Carnival through traditional dancing, live music delicious authentic food and drinks, and a marketplace full of cultural wears This year's event promises to be bigger and better. You won't want to miss the energy of Brazil's famous Carnival at this one-of-a-kind cultural experience.

A Night in Rio is sure to offer a great opportunity to promote your brand, services and products, as well as to generate new business for you. The event has been sold out every year since 2011. **Reserve your space now as sponsorships are limited and in high demand.**

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR- \$5,000

- Largest sponsor logo on all flyers, posters, and newspaper ads advertising the event across North Carolina.
- Company name recognized in all media releases as principal sponsor of the event.
- 10 complimentary admission tickets to the event.
- Opportunities to directly address the attendees from the stage.
- Minimum of 3 live announcements by the emcee, highlighting your involvement at the event.
- Premium table space where you may offer product sampling, coupons, favors, company brochures, etc.
- Logo featured in 30 seconds TV commercial on Telemundo Charlotte, WSOCTV and TV64.
- Opportunity to display a banner onstage (only vertical banners with stand, which sponsor must provide).

GOLD SPONSOR- \$2,500

- Medium logo placement on all flyers, posters, and newspaper ads advertising the event across North Carolina.
- 5 complimentary admission tickets to the event.
- 2 live announcements by the emcee, highlighting your involvement at the event.
- Opportunity to have table space where you may offer product sampling, coupons, favors, company brochures, etc.

For more information contact: Nicolth Tovar at (980) 298-7575 or NTovar@myLAC.org



A NIGHT IN RIO

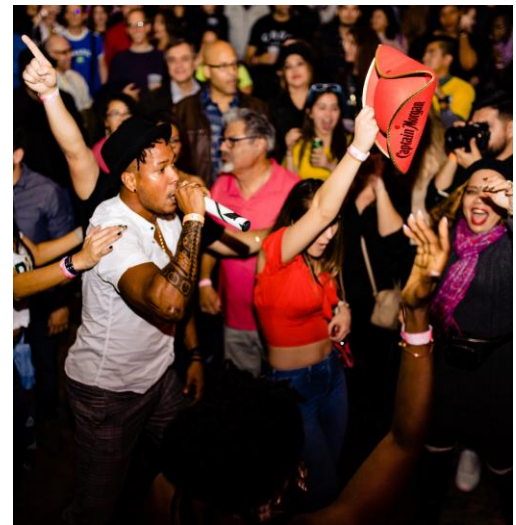
11th Annual Brazilian Carnival Experience

FEBRUARY 22, 2020

WWW.RIOCHARLOTTE.COM

SILVER SPONSOR- \$1,000

- Small logo placement on all flyers, posters, and newspaper ads advertising the event across North Carolina.
- 3 complimentary admission tickets to the event.
- 1 live announcement by the emcee, highlighting your involvement at the event.
- Opportunity to have flyers, brochures and information about your company at the info table at event entrance.



History of Excellence and Community-Based Efforts

Over 30 years of success producing large-scale cultural events! We are our area's most connected promoters in the Latin scene, bringing internationally recognized stars, as well as high-quality local and regional performers. Our marketing success comes from events that are not created for the community, but by the community.

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.

For more information contact: Nicolth Tovar at (980) 298-7575 or NTovar@myLAC.org