



18TH EDITION

HISPANIC HERITAGE MONTH

SPONSORSHIP OPPORTUNITIES



CITY OF ORLANDO'S HISPANIC HERITAGE MONTH

Join Orlando Mayor Buddy Dyer and District 2 City Commissioner Tony Ortiz to celebrate our community's diversity by becoming a sponsor of the City of Orlando's Hispanic Heritage Month festivities 2024.

The 2024 Hispanic Heritage Month national theme is "Pioneers of Change: Shaping the Future Together" which encapsulates the spirit of innovation, resilience, and unity that define the Hispanic experience.

Each year, our nation and city observe National Hispanic Heritage Month from September 15 to October 15, to celebrate the histories, cultures and contributions of U.S. residents who trace their roots to Spain, Mexico, and the Spanish-speaking nations of Central America, South America, and the Caribbean.

The City of Orlando is pleased to host the following events:

- **An Art Exhibition** at City Hall's Terrace Gallery from September 17 to November 3, 2024, that features a variety of art pieces by our local visual artists that showcase the richness of Latin American history, culture and heritage through visual arts. The opening reception will take place on Tuesday, September 17th at 5:30 p.m.
- **A Community Celebration Event** with Latin food, music and live entertainment. The event date and location will be announced soon.

By becoming a sponsor of this vibrant and colorful celebration, it will allow your company to obtain several benefits, including:

- Reach the growing Hispanic community, which represents 34 percent of the Central Florida population
- Reach more than 400 attendees
- Gain brand recognition
- Increase your organization's commitment to diversity, equity, and inclusion
- Promote your products and services
- Enhance community engagement
- Support our multicultural community

Your investment will support costs related to the activities such as venue, food, decoration, marketing expenses, and parking for guests and sponsors.



LEVELS OF SPONSORSHIP

PLATINUM - \$5,000

- Large size logo inclusion in digital and printed marketing collateral, including flyers, posters, and event program
- Large size logo inclusion on event website
- Name inclusion in event press releases
- Acknowledgment during Art Exhibition opening and community celebration event with an estimated attendance of 400 guests
- Two-minute remarks at the art exhibition opening and community celebration event
- Large size logo inclusion on screen
- Corporate table at the art exhibition opening
- Corporate table at the community celebration event in a prominent location

GOLD - \$2,500

- Medium size logo inclusion in digital and printed marketing collateral, including flyers, posters, and event program
- Medium size logo inclusion in event website
- Acknowledgment during art exhibition opening and community celebration event
- Medium size logo inclusion on screen
- Marketing collaterals placed at registration table at the art exhibition opening
- Corporate table at the community celebration event in a prominent location

SILVER - \$1,500

- Small size logo inclusion in digital and printed marketing collateral, including flyers, posters, and event program
- Small size logo inclusion in event website
- Small size logo inclusion on screen
- Corporate table at the community celebration event

BRONZE (Art Exhibition Food Sponsor) - \$1,000

- Corporate collateral in prominent location at the art exhibition opening reception
- Acknowledgment at the opening reception as Food Sponsor
- Small size logo inclusion in digital and hardcopy marketing collaterals, including flyers, posters and event program

Please confirm your interest in sponsoring our 2024 Hispanic Heritage Month events by emailing the sponsor confirmation form with your company logo by August 16, 2024, to multiculturalaffairs@orlando.gov.



SPONSOR CONFIRMATION FORM

CONTACT PERSON

First Name _____ Last Name _____

Position Title _____ Company Name _____

Address _____

City _____ State _____ Zip Code _____

Business Phone _____ Cellphone _____

Email _____

Website _____

Sponsorship Category:

Platinum
\$5,000

Gold
\$2,500

Silver
\$1,500

Bronze (Art Exhibition Food)
\$1,000

Please submit completed forms to the Office of Multicultural Affairs, via email at multiculturalaffairs@orlando.gov. Please make checks payable to **Strengthen Orlando, Inc.** and mail to Office of Multicultural Affairs, 400 South Orange Avenue, Orlando, FL 32801. Deadline for sponsorship confirmation: August 16, 2024.

For more information, please call **407.246.3211** or email multiculturalaffairs@orlando.gov.

Strengthen Orlando, Inc. is a 501(c)(3) nonprofit organization, Federal Tax ID #27-1964941 and Florida Registration #CH32010. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free within the State, 1-800-HELP-FLA, (850) 410-3800 from out of state or visit www.floridaconsumerhelp.com. Registration does not imply endorsement, approval, or recommendation by the State.