



REGISTRATION INFORMATION

The City of Wilmington and Nuestras Raices Inc and the City of Wilmington is celebrating 46 years of tradition organizing the annual Hispanic Festival and Parade. This year we are officially partnering with The Voice Radio Network, Festival Hispano LLC where we will co-organize, present new partners, and bring new elements to the annual event. In conjunction, we are pleased to invite you to participate in Hispanic Festival and Parade 2022 on Sunday, September 11th from 12pm-10pm. The parade will be 12pm-3pm in Wilmington's Westside neighborhood and the festival will go from 3pm to 10pm at the River Front in Wilmington Delaware. We are excited that the HISPANIC FESTIVAL & PARADE are taking place once again in Wilmington. It will be a great day to appreciate and celebrate the diversity of the Hispanic cultural heritage in Delaware, Maryland, New Jersey, and Pennsylvania. There will be music and dances performed by local, national, and international groups, traditional arts and crafts, and of course delicious traditional food with an emphasis on Latino cuisine.

We would like to invite your business to participate through one of our many wonderful sponsorship opportunities that will highlight your business in 2022, approximately 6,000 people attended the Hispanic Festival and Parade.

If you are interested in participating, please fill out this application. Please note the following rules for sponsors:

- Space is limited and is offered as first come first serve.
- Payment must be submitted with the signed contract to guarantee your space.
- When completing the application with the payment you will receive a confirmation of your participation by email by one of the team members
- No applications will be available online, only by an email from The Voice Radio sales department or Nuestras Raices Inc Board team.

You will receive the Event map and Guidelines once registration is closed and we have them completed.

PAYMENT INFORMATION:

Mail checks payable to:

The Voice Radio Wilmington
20254 Dupont Blvd
Georgetown, DE 19947

For Information about the Packages please contact
Tracy@thevoiceradionetwork.com
Office-302 858 5118

TO MAKE A PAYMENT by credit card please call 302 858 5118

The event is rain or shine, fees are non-refundable.

Bring your own tables, tent and chairs or any marketing necessary for your promotion.

Vendors are required to set up their booth from 8:00 to 11:00 am, and not leave before 6 pm

Please Park your car only in the vendors designated areas.

Vendors are required to bring their own generators if they need it.

Food Vendors are required to clean and maintain their areas.

For complete Rules, Parking and more information please visit www.hispanicfest.org

THIS EVENT IS POWERED BY Festival Hispano LLC





Sponsorship Packages for Festival

1. Platinum Package

- Four 30-second radio commercials per day for 30 days on Maxima 104.1 FM (120 total radio spots).
- Logo on a digital banner as an official sponsor for 30 days on Facebook and Instagram reaching 500K.
- 1x2 Inch Logo on 500 official event posters and 5,000 flyers.
- Logo on banners located on the stage (sides).
- Business name mentioned in every radio promotion, (240 total announcements).
- 12x24 space at the event.
- Business mentions at the event.
- Endorsements during live broadcast (8 total).
- **Price: \$5,000.00**

2. Gold Package

- Two radio commercials per day for 30 days on Maxima 104.1 FM (60 total radio spots)
- 12x12 space to offer products or services.
- 1x1 inch logo on the official event poster (500 total posters).
- Four business mentions at the event.
- Endorsements during the live broadcast.
- **Price: \$3,000.00**

3. Silver Package

- One Radio Commercial per day for 20 days on Maxima 104.1 FM (20 total ads)
- 12x12 space to offer any product or services.
- Small Logo on 500 Official Poster
- 2 Business mentions at the event.
- **Price: \$ 2000.00**

4. Booth only Package

12 X 12 space to offer any product or services, non-food.
Price: \$ 1000.00

(Food Vendors only)

12x12 space, \$1000.00 for 12x24 space. \$2000.00

Food vendors will need to apply for one day permits from the Health Department and Provide to us a copy of the business license before August 30,2021. no exceptions to this rule.

SMALL QUALIFIED NON-PROFITS (501c3 only): \$250 for 12x12 space, Non-Food

Business name: _____

Address: _____ **City** _____ **Zip code** _____

Contact name _____ **Cellphone** _____

Email _____

Accepted package _____ *Signature* _____ *date* _____





Sponsorship Packages for Parade Only

1. Gold Package

- Logo visibility and link on social media
- Logo/Link on website
- Television mentions on 13 Local news outlets during promotional tour
- Radio mentions on 7 Tri-state area stations in both Spanish and English
- Parade event/Sponsor flyer printed in 3 Tri-State area Spanish publishing's
- Sponsor's name/logo included on all printed material
- Signage at parade reviewing stands
- 10x20 space for promotion of services at parade (cannot be shared or transferred)
- Stage Mentions during the events
- 6 VIP Access and seating on Main stage during parade
- Parade Entry

Price: \$3000.00

2. Silver Package

- Logo visibility and link on social media
- Logo/Link on website
- Sponsor's name/logo included on all printed material
- Parade event/Sponsor flyer printed in 3 Tri-State area Spanish publishing's
- 4 passes for the festival entry
- Signage at parade reviewing stands
- 10x10 space for promotion of services at parade (cannot be shared or transferred)
- Stage Mentions during the events
- 4 VIP Access and seating on Main stage during parade
- Parade Entry

Price: \$2000.00

3. Bronze Package

- Logo visibility and link on social media
- Sponsor's name/logo included on all printed material
- 2 passes for the festival (provide names in advance if possible)
- Signage at parade reviewing stands
- 2 VIP Access and seating on Main stage during parade
- Parade Entry

Price: \$1000.00

If you are interested in the CALLE 4 PARADE, please make follow these instructions:

All forms must be emailed or mailed to **India Colon-Diaz at info@nrdelaware.org**. The sponsorship deadline to ensure promotional deadline is July 30, 2022.

TO MAKE PAYMENT BY CREDIT CARD PLEASE CONTACT: INDIA AT (302) 528-4024.
Make checks payable to: **NUESTRAS RAICES INC PO BOX 25167 WILMINGTON DE 19899**





PARADE ONLY SPONSOR APPLICATION

Company/Organization Name: _____

Point of Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____

Phone: _____ E-Mail: _____

Will you be setting up a booth? (Circle one). YES / NO

Will you be participating in Parade? (Circle one). YES / NO

If so event day contact information if different from above:

Name: _____ Phone _____

Email: _____

Sponsorship Package (please check one)

- Gold Sponsorship Package - \$3000
- Silver Sponsorship Package - \$2000
- Bronze Sponsorship Package - \$1000

All mailed certified checks or money orders should be made payable to Nuestras Raices Inc. and accompanied by this form. I have read and agree to abide by the payment and cancellation terms.

Full payment must be received with application and no refunds as this is a rain or shine event. All sponsors will receive an email 10 days prior to event regarding event day details and important notices.

Authorized Signature: _____ Date: _____

