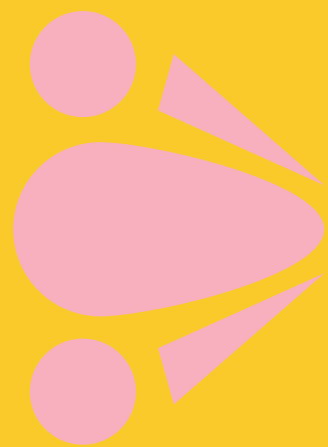
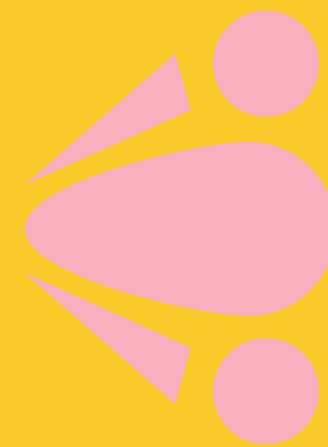


**NEW YORK
LATIN
FOOD
FESTIVAL**



FRIDAY, 9/13 4 – 10PM
SATURDAY, 9/14 12 – 8PM



CELEBRATING HISPANIC HERITAGE MONTH IN THE HEART OF NEW YORK CITY

**NY LATIN FOOD FESTIVAL:
AN UNFORGETTABLE CULINARY
CELEBRATION IN THE HEART OF NYC**

IMMERSE YOURSELF IN THE VIBRANT FLAVORS, RHYTHMS, AND CULTURES OF LATIN AMERICA AND THE CARIBBEAN AT THE NY LATIN FOOD FESTIVAL. SET AGAINST THE ICONIC BACKDROP OF PIER 76 IN HUDSON RIVER PARK, THIS FESTIVAL IS THE ULTIMATE CELEBRATION OF LATIN CUISINE, CULTURE, AND COMMUNITY. JOIN US FOR AN UNFORGETTABLE WEEKEND OF FOOD, MUSIC, ART, AND FAMILY-FRIENDLY ACTIVITIES. ★ ★ ★ ★ ★ ★ ★ ★ ★ ★





EVENT OVERVIEW



MARK YOUR CALENDAR FOR AN EPIC WEEKEND!

DATES:

- **FRIDAY, SEPTEMBER 13TH:**
4:00 PM – 10:00 PM (NIGHT VIBES)
- **SATURDAY, SEPTEMBER 14TH:**
12:00 PM – 8:00 PM (FAMILY DAY)

EXPERIENCE MORE THAN **300 DISHES** FROM ACROSS LATIN AMERICA AND THE CARIBBEAN. WHETHER YOU'RE CRAVING TRADITIONAL CLASSICS, MODERN TWISTS, OR CREATIVE FUSIONS, OUR FESTIVAL OFFERS A CULINARY JOURNEY LIKE NO OTHER. ENJOY THE FINEST

TACOS, CEVICHE, EMPANADAS, MOFONGO, AND MORE PREPARED BY THE TOP LOCAL CHEFS AND VENDORS.

ENTERTAINMENT: GROOVE TO THE SOUNDS OF **LOCAL DANCERS, SINGERS, BANDS, AND DJs.**

ENJOY LIVE PERFORMANCES THAT WILL MAKE YOU MOVE, WHETHER YOU'RE INTO SALSA, REGGAETON, OR MERENGUE. FOR ART LOVERS, IMMERSE YOURSELF IN OUR **ART INSTALLATIONS AND LIVE PAINTING** SESSIONS, CELEBRATING THE RICH CULTURAL HERITAGE OF THE LATIN AMERICAN AND CARIBBEAN COMMUNITIES.



PROJECT DESCRIPTION



THE ULTIMATE LATIN CULTURAL EXPERIENCE

THE NY LATIN FOOD FESTIVAL IS MORE THAN JUST A FOOD FEST – IT'S A CELEBRATION OF LATIN AMERICA'S RICH AND DIVERSE CULTURAL TAPESTRY.

HELD OVER ONE INCREDIBLE WEEKEND DURING HISPANIC HERITAGE MONTH, THIS FESTIVAL TRANSFORMS PIER 76 INTO A BUSTLING HUB OF LATIN AMERICAN CULTURE.

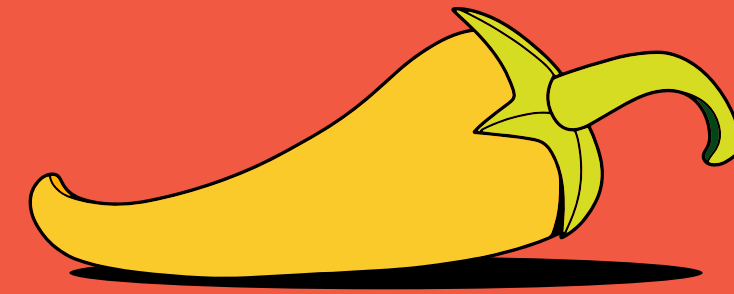
INDULGE IN A WIDE ARRAY OF **TRADITIONAL AND FUSION DISHES:**

- **MEXICO:** TACOS AL PASTOR, CHILAQUILES, POZOLE
- **PUERTO RICO:** ARROZ CON GANDULES, ASOPAO, FLAN
- **CUBA:** ROPA VIEJA, LECHON ASADO, GUAVA PASTELITOS
- **BRAZIL:** FEIJOADA, COXINHA, BRIGADEIROS
- **DOMINICAN REPUBLIC:** SANCOCHO, MANGU, TRES LECHEs CAKE
- **VENEZUELA:** PABELLÓN CRIOLLO, AREPAS, QUESILLO
- **PERU:** CEVICHE, LOMO SALTADO, PICARONES

THIS IS NOT JUST ABOUT FOOD; IT'S ABOUT **CELEBRATING HERITAGE, COMMUNITY, AND INCLUSIVITY.** ENJOY LIVE MUSIC, DANCE PERFORMANCES, ART INSTALLATIONS, AND INTERACTIVE EXHIBITS THAT SHOWCASE THE VIBRANT CULTURES OF LATIN AMERICA. WHETHER YOU'RE SALSA DANCING TO A LIVE BAND OR EXPLORING THE HISTORY OF THE HISPANIC DIASPORA, THERE'S SOMETHING FOR EVERYONE.

NEW YORK
**LATIN
FOOD**
FESTIVAL





WHY THIS EVENT?

THE NY LATIN FOOD FESTIVAL FILLS A UNIQUE NICHE IN NEW YORK CITY'S EVENT LANDSCAPE BY CELEBRATING AND SHOWCASING THE VIBRANT CULTURES AND CULINARY TRADITIONS OF LATIN AMERICA. WITH **15,000+ ATTENDEES** EXPECTED,


THIS FESTIVAL OFFERS AN UNPARALLELED OPPORTUNITY FOR BRANDS TO CONNECT WITH A HIGHLY ENGAGED AND DIVERSE AUDIENCE.

BY ALIGNING WITH THIS EVENT, SPONSORS CAN ENHANCE THEIR VISIBILITY, REACH NEW AUDIENCES, AND DEMONSTRATE THEIR COMMITMENT TO **DIVERSITY, INCLUSION, AND COMMUNITY SPIRIT**. THIS IS AN OPPORTUNITY TO CELEBRATE HISPANIC HERITAGE MONTH IN A WAY THAT IS BOTH MEANINGFUL AND MEMORABLE.

WHY NOW

PROMOTING UNITY AND CULTURAL CELEBRATION

THE NY LATIN FOOD FESTIVAL'S TIMING IS PARTICULARLY SIGNIFICANT AS IT COINCIDES WITH HISPANIC HERITAGE MONTH, A TIME WHEN THE NATION COMES TOGETHER TO HONOR THE CONTRIBUTIONS OF HISPANIC AND LATIN AMERICAN COMMUNITIES.



THIS FESTIVAL IS MORE THAN AN EVENT; IT'S A MOVEMENT TO PROMOTE CROSS-CULTURAL UNDERSTANDING, CELEBRATE DIVERSITY, AND FOSTER A SENSE OF UNITY.





WHY MHG



MASC HOSPITALITY GROUP: LEADERS IN CULINARY INNOVATION

UNDER THE VISIONARY LEADERSHIP OF MARCO SHALMA, **MASC HOSPITALITY GROUP (MHG)** HAS REDEFINED NYC'S CULINARY LANDSCAPE WITH A PORTFOLIO OF UNIQUE BRANDS AND EVENTS. FROM THE VIBRANT **NIGHT MARKETS** TO THE **FORDHAM PLAZA PROJECT**, MHG EMBODIES DIVERSITY, CREATIVITY, AND A RELENTLESS PURSUIT OF EXCELLENCE. THE NY LATIN FOOD FESTIVAL IS THE LATEST CHAPTER IN MHG'S MISSION TO BRING PEOPLE TOGETHER THROUGH FOOD, CULTURE, AND UNFORGETTABLE EXPERIENCES.



PARTNERSHIP PROPOSAL

NY LATIN FOOD FESTIVAL SPONSORSHIP PACKAGES



TIER 1

TIER 1

TIER 1

TIER 1

TIER 1

TIER 1

TIER 1

TIER 1

SABOR SPONSORSHIP

 **\$15,000** 

BRAND VISIBILITY:

- PROMINENT LOGO PLACEMENT ON THE EVENT WEBSITE, PROMOTIONAL MATERIALS, AND VENUE SIGNAGE.

ON-SITE ACTIVATION:

- BRANDED BOOTH OR ACTIVATION SPACE AT THE FESTIVAL.



VIP HOSPITALITY:

- TWO VIP PASSES, ACCESS TO EXCLUSIVE AREAS, AND A NETWORKING RECEPTION.

SOCIAL MEDIA EXPOSURE:

- DEDICATED POSTS ON OUR SOCIAL MEDIA PLATFORMS AND INCLUSION IN EVENT-RELATED CAMPAIGNS.

TIER 2

TIER 2

TIER 2

TIER 2

TIER 2

TIER 2

TIER 2

RITMO SPONSORSHIP



\$25,000



ALL TIER 1 BENEFITS, PLUS:

ENHANCED VISIBILITY:

- LARGER LOGO PLACEMENT AND ADDITIONAL EXPOSURE ON TICKETS, PROGRAMS, AND NEWSLETTERS.

INCREASED VIP HOSPITALITY:

- FOUR VIP PASSES AND AN INVITATION TO A VIP PRE-EVENT DINNER.

CUSTOMIZED SPONSORSHIP REPORT:

- POST-EVENT REPORT DETAILING ENGAGEMENT METRICS.

EXCLUSIVE MARKETING OPPORTUNITIES:

- WE WILL ADD BRANDED BOOTHS TO OUR MAILING LIST AND SEND A DEDICATED EMAIL BLAST. PRIORITY PLACEMENT WILL BE GIVEN TO BRANDED BOOTHS.

TIER 3

TIER 3

TIER 3

TIER 3

TIER 3

TIER 3

TIER 3

TIER 3

ALMA SPONSORSHIP



\$40,000



ALL TIER 1 AND TIER 2 BENEFITS, PLUS:

PREMIUM VISIBILITY

- LARGEST LOGO PLACEMENT AND INCLUSION ON ALL PROMOTIONAL MATERIALS.

EXCLUSIVE BRAND ACTIVATION:

- SPONSORSHIP OF A DESIGNATED FESTIVAL AREA OR ACTIVITY WITH NAMING RIGHTS.

CUSTOMIZED ACTIVATION:

- TAILORED BRAND INTEGRATIONS AND A DEDICATED SPONSORSHIP LIAISON.

VIP EXPERIENCE:

- SIX VIP PASSES AND A BEHIND-THE-SCENES TOUR OF FESTIVAL OPERATIONS.

JOIN US!

BY SPONSORING THE NY LATIN FOOD FESTIVAL, YOUR BRAND WILL GAIN VALUABLE EXPOSURE AND ENGAGE WITH A DIVERSE, PASSIONATE AUDIENCE. CELEBRATE HISPANIC HERITAGE AND PROMOTE CULTURAL DIVERSITY THROUGH FOOD, MUSIC, AND COMMUNITY.A



FOR MORE INFORMATION,

 **PLEASE CONTACT** 

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