



July 28th 2018

KOSCIUSZKO PARK
2732 N. AVERS AVENUE
CHICAGO, IL 60647



Dear Business Owner and Friend,

It is a great honor to humbly present to you the opportunity to experience the unique and endearing Peruvian Festival Chicago.

This is our 5th Annual Peruvian Festival Chicago and we hope for it to be even larger than last year! It will be hosted at Kosciuszko Park, located at 2732 N. Avers Ave in Chicago, with a capacity of over 10,000, on Saturday, July 28th, 2018, from 12:00 PM to 10:00 PM.

We would greatly appreciate your support as either a [sponsor](#) or [vendor](#), working as a collaborative force in order to make this festival even more spectacular than last year!

We want to thank you in advance for keeping this proposal in consideration and we look forward to hearing from you at your earliest convenience.

Sincerely,
Luis Lopez

meet the organizer



Mr. Luis Lopez hails from Peru. His vast knowledge of the Hispanic culture along with his Financial and Business expertise, have given him great success with the Hispanic community. Luis has a Bachelor of Science in Business Administration from the University of Illinois. In 1998, Luis formed LGL Entertainment, formerly known as Carnival Productions, as one of the premier Latin music promoter in the Chicago land area. LGL Entertainment had a great success in planning, marketing and implementing promotional programs, concerts and events in Chicago that hosted top Latino name entertainment. LGL Entertainment provided high impact promotional campaigns with huge attendance numbers that benefit our sponsors by giving them greater visibility and media coverage. Corporations such as Anheuser-Bush, Miller Brewing Company, Adolph Coors, RJ Reynolds, The House of Seagram, Pepsi-Cola, Continental Airlines, American Airlines, Exito Newspaper and La Raza Newspaper had benefited from the astute sales, marketing and promoting capabilities.

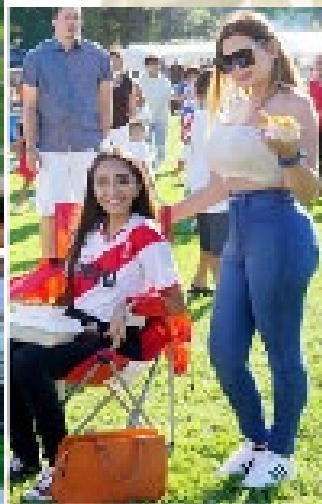
Mr. Lopez through his former experience in the entertainment business introduced the idea for the Peruvian Festival Chicago.



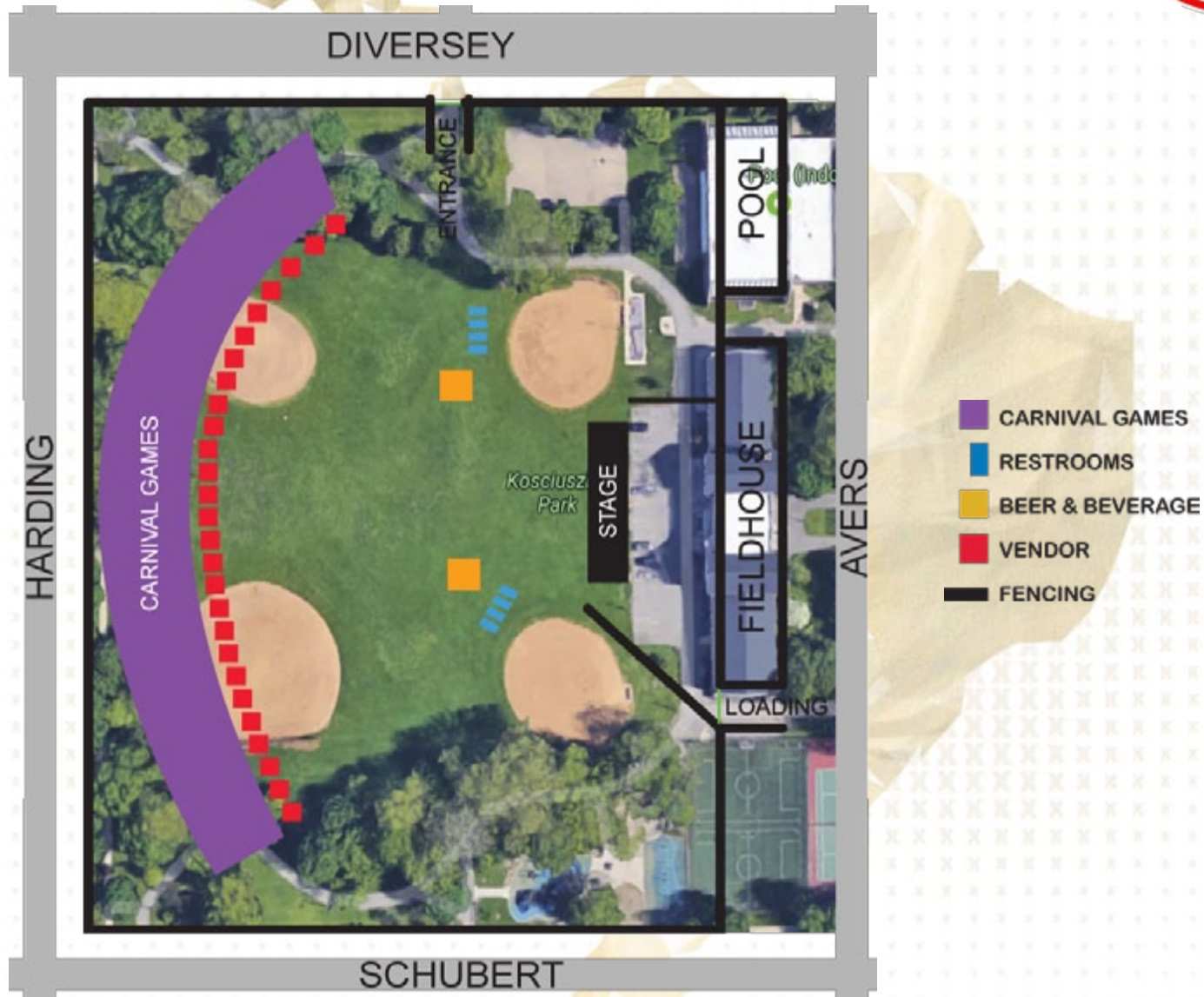
Nataly Salazar, originally from Peru, has a successful and entrepreneurial career in the world of entertainment and marketing in general. Among her most outstanding achievements are the production and narration of television commercials for important companies nationwide. Her inspiration and main motivation is to support the community and true musical talents, proof of this is her impeccable career as manager of the popular group of international level “El Bandolero”. Her biggest mission and what she is most proud of is inspiring other women of different roots through her experience and achievements in a highly competitive environment, as a mother, Latin American woman and entrepreneur. Nataly expresses that women are made of good oak and are naturally capable of achieving more than the imaginable.

Nataly is currently the vice president of the 5th Peruvian Festival and producer of artistic and community events.

festival photos



festival sitemap



- CARNIVAL GAMES
- RESTROOMS
- BEER & BEVERAGE
- VENDOR
- FENCING



Live Animal Shows · Pony & Camel rides · Alpaca & Llama Petting & Feeding
Caballos de Paso · Kid's Playground Area · Fun Carnival Games & More

sponsorship signage locations



**OUTDOOR STAGE
2' X 15' WINGS**

gold sponsorship



Sponsor packages and costs may be tailored according to your marketing needs!

- **Company will receive product exclusivity and will be recognized as the official sponsor of the Peruvian Festival Chicago.**
 - “Peruvian Fest brought to you by (corporate name here)”
- **Signage at Main Event Entrance Gate featuring** “Peruvian Fest presented by (corporate name here)”
- **Announcement of company sponsorship through TV/Radio**
- **Stage wing banner 2ft X 15ft (sponsor provides banner)**
- **A fence hanging banner 4ft x 8ft, one week prior to event (sponsor provides banner)**
- **A 10ft X 20ft sponsorship booth on main walkway, high traffic area**
- **Corporate marketing material distribution throughout the festival including signage opportunities**
- **Company will receive on-stage mentions at the opening, duration and closing of the festival**
- **DVD video (sponsor supplied) to run continuously on stage screen**
- **Prime placement of company logo in all festival material including:**
 - Company logo on 100,000 full color flyers circulated to citywide retail locations, Latin American stores/delis and neighborhood hot spots
 - Company logo on 25,000 full color posters circulated to citywide retail locations, Latin American stores/delis and neighborhood hot spots
 - Print ad – half page full color in Hoy Newspaper for two weeks
 - Print ad – half page full color in Reflejos Newspaper for two weeks
 - Print ad – half page full color in La Raza Newspaper for two weeks
 - Company logo printed on brochures
 - Company logo printed on entertainment schedule
- **Company logo placement on**
 - PeruvianFest.com and Peruvian Fest Facebook Page
- **Exclusive & Inclusive Email Blasts**
- **Company logo on admission tickets**
- **One hundred (100) VIP passes value of \$50 each**
- **One hundred (100) complimentary admission tickets value of \$10 each**



silver sponsorship



Sponsor packages and costs may be tailored according to your marketing needs!

- **Announcement of company sponsorship through TV/Radio**
- **Prime placement of company logo in all festival material including:**
 - Company logo on 100,000 full color flyers circulated to citywide retail locations, Latin American stores/delis and neighborhood hot spots
 - Company logo on 25,000 full color posters circulated to citywide retail locations, Latin American stores/delis and neighborhood hot spots
 - Print ad - half page full color in Hoy Newspaper for two weeks
 - Print ad - half page full color in Reflejos Newspaper for two weeks
 - Print ad - half page full color in La Raza Newspaper for two weeks
 - Company logo printed on brochures
 - Company logo printed on entertainment schedule
- **Company logo placement on**
 - PeruvianFest.com and Peruvian Fest Facebook Page
- **Inclusive Email Blasts**
- **Company will receive on-stage mentions at the opening, duration and closing of the festival**
- **A 10ft X 10ft sponsorship booth on main walkway, high traffic area**
- **A fence hanging banner 4ft x 8ft, one week prior to event (sponsor provides banner)**
- **Corporate marketing material distribution throughout the festival including signage opportunity**
- **Fifty (50) VIP passes value of \$50 each**
- **Fifty (50) complimentary admission tickets value of \$10 each**



bronze sponsorship



Sponsor packages and costs may be tailored according to your marketing needs!

- **Prime placement of company logo in all festival material including:**

- Company logo on 100,000 full color flyers circulated to citywide retail locations, Latin American stores/delis and neighborhood hot spots

- Company logo on 25,000 full color posters circulated to citywide retail locations, Latin American stores/delis and neighborhood hot spots

- Print ad - half page full color in Hoy Newspaper for two weeks

- Print ad - half page full color in Reflejos Newspaper for two weeks

- Print ad - half page full color in La Raza Newspaper for two weeks

- Company logo printed on brochures

- Company logo printed on entertainment schedule

- **Company logo placement on**

- PeruvianFest.com and Peruvian Fest Facebook Page

- **Inclusive Email Blasts**

- **Company will receive on-stage mentions at the opening, duration and closing of the festival**

- **A fence hanging banner 4ft x 8ft, one week prior to event (sponsor provides banner)**

- **Twenty five (25) VIP passes value of \$50 each**

- **Twenty five (25) complimentary admission tickets value of \$10 each**



for more information



Luis Lopez
Event Coordinator
(847) 909-4103
llopez@ameritech.net

Nataly Salazar
Event Coordinator
(773) 557-6233
salazarnataly77@gmail.com