

Free

# ¡Fiesta Latina!

en la calle siete



September 10, 2022

**MEDIA PARTNER PACKAGE**

Organized by:





COMUNIDADES LATINAS  
UNIDAS EN SERVICIO



CLUES is a linguistically and culturally relevant resource and service nonprofit organization that was founded in 1981 by Latinos for Latinos





Our programs and services connect individuals and families to resources, skills, institutions, and systems and create an environment for people to be engaged and empowered



While focusing on the Latino community, our experience and capabilities enable us to serve individuals and families from all walks of life, including new immigrants and low-income families who dream of a better future





Our Vision: A Latino community that is growing in strength and unity, with diverse and amplified voices, equal representation, and the resources needed to lead healthy and thriving lives



2022 will be our seventh year celebrating  
**FIESTA LATINA**, encouraging families of all backgrounds to  
come out and learn about Latino culture in their community





Fiesta Latina is the **leading Latino event on the East Side of St. Paul**, celebrating Latino culture through Arts, Health and Wellness, Fitness, Food, Entertainment



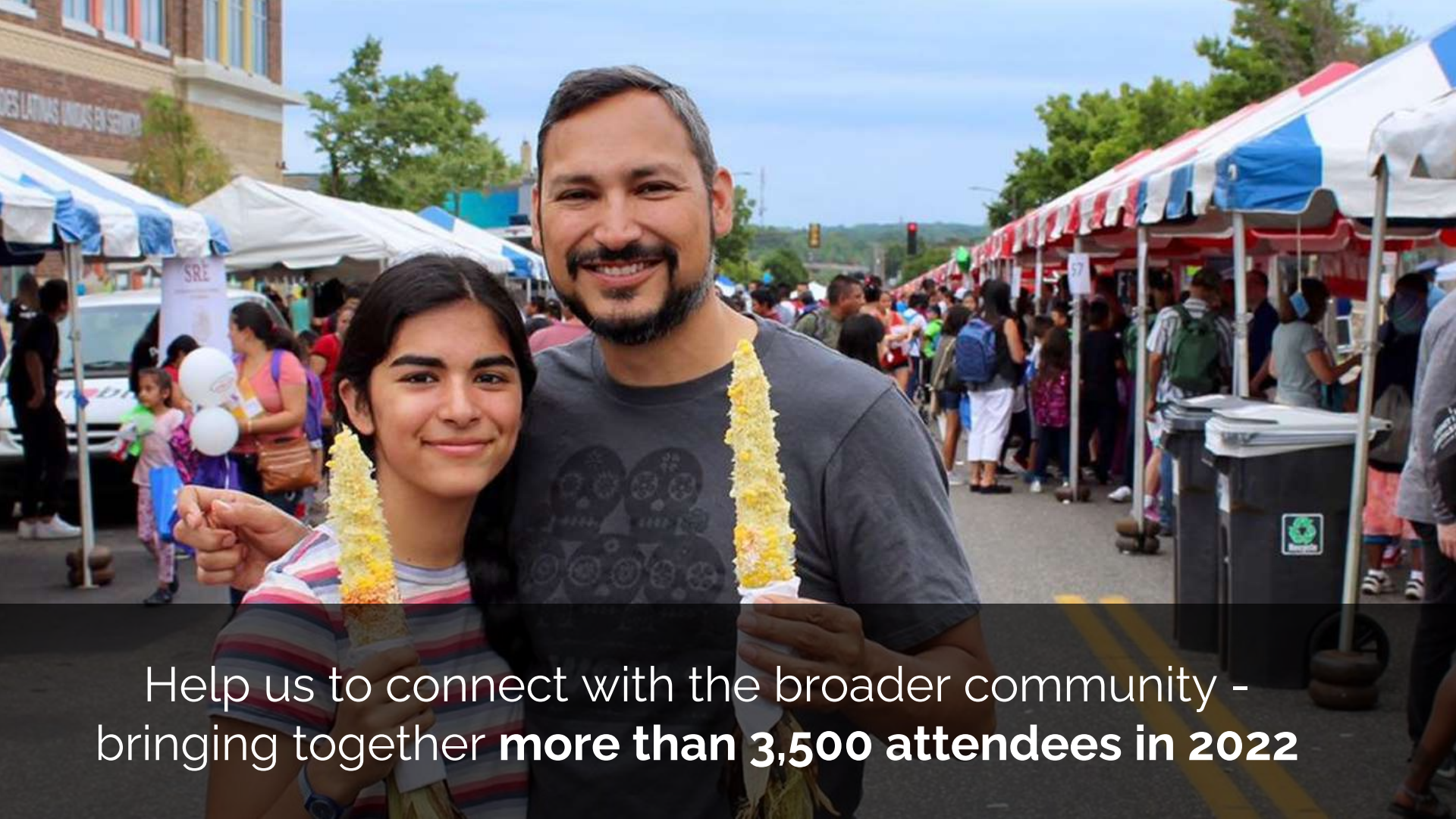
Be part of this **free cultural event**, as we bring the City of Saint Paul, the East Side neighborhood, and Latinos from throughout the state together to **celebrate Latino culture and heritage!**





## **FIESTA LATINA attracts a diverse audience:**

Local Latino and diverse community, corporate & community partners, businesses, residents, and visitors from throughout the metropolitan area



Help us to connect with the broader community -  
bringing together **more than 3,500 attendees in 2022**





FIESTA LATINA has been **supported by leading organizations** across the region who want to position their organizations to be a **driving force in the Latino community in Minnesota**



**Extensive media coverage**  
TV, radio, online & print media



# 2022 Media Partner Package



The 2022 FIESTA LATINA will showcase art, live music and entertainment, Latino food, a health village with free screenings, sports activities, raffles and a variety of community resources. Fiesta Latina will also kick off the 2022/2023 school year with school supplies giveaways and door prizes.

By becoming a media partner of the 2022 FIESTA LATINA, your organization will make lasting connections with our diverse neighborhood and Latino audience, while gaining exposure and visibility for your brand.

This is a must-attend celebration!



## How can you be involved?

We're looking for Media Partners to help us grow the promotion to the Latino Community through our FIESTA LATINA event.



### Get Involved: Promote FIESTA LATINA through your channels!

Position yourself as a media partner to support the creation of lasting connections within our diverse neighborhood and the Latino community while gaining exposure and visibility for your brand.

### What you get:

- Your brand listed in FIESTA LATINA event communications: promotional materials, press releases, event website and email communications, as well as event print signage
- Mentions and recognition as Media Partner throughout the event
- Possibility to distribute branded merchandise to our audience through raffles or giveaways
- *Opportunity for informational booth space contingent upon partnership level and availability*

What do we expect  
from our Media  
Partners?

**We ask Media Partners to help us to spread the word about FIESTA LATINA in your publications: news, videos, photos and other promotional elements.**

**How you can contribute:**

- Direct promotion of FIESTA LATINA and associated messaging across online and offline channels via interviews of Organizers, reports and articles, before, during and after the event.
- Promotion of FIESTA LATINA via your Social Media outlets
- Promotion of FIESTA LATINA through emails to your community database
- Upload FIESTA LATINA promotional banner on your website until the day of the event: September 10th, 2022.

***\*\*Estimate of the dollar value of your donation will be requested for report purposes.***

Sound good? Contact Jessica Pleguezuelos

[jpleguezuelos@clues.org](mailto:jpleguezuelos@clues.org)

More information at

[clues.org/FIESTALATINA](https://clues.org/FIESTALATINA)





Interested in supporting the Latino  
community together with us?



Get in touch today!

Organized by:



[jpleguezuelos@clues.org](mailto:jpleguezuelos@clues.org)