



**JULY 8TH & 9TH, 2023**  
**SATURDAY / SUNDAY**



**SHABBONA PARK**  
**6935 W ADDISON ST, CHICAGO, IL 60634**





## JULY 8TH & JULY 9TH, 2023

Dear Prospective Sponsors:

The **Festival Peruano** cordially invites you to be part of our valued Sponsorship Team. Our sponsors are exposed to more than 10,000 event attendees. Advertising tools include print materials, banners, giveaways, and kiosk areas designated for you to display your company and its product. While our festival highlights the Peruvian Culture experience it also encompasses the general "Latino Experience." We pride ourselves in bringing a variety of local and world known, award-winning musical talent and dance performers, as well as restaurant kiosk, and drink stations for your pleasure. We also welcome local artisans and retail vendors and child-friendly activities.

Your participation will not only help you promote your brand, but you will also be part of our first initiative to help students of Peruvian descent achieved their educational goals. 2023 will be a very exciting year as we are proud to announce our first **Peruvian Scholarship Award**. We are working with valued partners in making this a great educational opportunity for students of Peruvian descent.

JULY 8 & 9, 2023 will mark our **11th Annual Peruvian Festival**. The festivities will take place at Shabbona Park located at 6935 W. Addison Street, Chicago, Illinois 60634.

Please contact us directly so we may discuss our partnership in making the **"2023 Peruvian Festival"** a continued success.









## MEET THE ORGANIZERS



Mr. Luis Lopez hails from Peru. He emigrated to the United States as a teenager to seek a formal education so that he can financially assist his family who remained in South America. Luis attended the University of Illinois on a full paid soccer scholarship, graduating with a degree in Business Administration.

His vast knowledge of Hispanic culture, combined with his financial and business expertise, has given him great success and prestige within the Hispanic community. These intellectual and cultural assets served him well in his continued endeavors in the business of promoting and, event organizer. Over the years, he established a reputation for being one of the premier Latin music promoters in the Chicago area.

Mr. Lopez has experienced great success in business planning and talent marketing, due to the implementation of promotional programs, concerts, festivals, and events in Chicago that hosted premier names in Latin entertainment.

Corporations such as Anheuser-Busch, Miller Brewing Company, Adolph, Coors, RJ Reynolds, The House of Seagram's, Pepsi-Cola, American Airlines, and obtained stellar results, thanks to his efforts and experience in sales marketing and promoting capabilities.

Through his former experience in the entertainment business, Mr. Lopez introduced the idea for Peruvian Festival Chicago. The Peruvian Festival is now in its 11th consecutive year, and he is hopeful that the event will continue to achieve success for many years to come.





## MEET THE ORGANIZERS



"Alone, we can do so little; together, we can do so much." Helen Keller's quote inspires native Dominican Mercedes Feliz-Matos both as an educator and community activist.

With a B.S. in Elementary and Higher Education from Northeastern Illinois University (NEIU), she serves her community primarily as an educator and has worked with students that span from Kindergarten through high school.

Mercedes vast experience working with the Latino community has been a major contributor to the various non-profit organizations and committees that she has served. Mercedes has participated and coordinated several community events in an effort to raise funds for countries, communities or individuals in need. Her efforts have raised thousands of dollars for the Chicagoland area and the U.S., Haiti, Mexico, Dominican Republic and other areas affected by natural disasters.

Mercedes experiences coupled with her extensive training and certifications in leadership development and her knowledge in community-based programming is what she is excited to bring to Peruvian Festival Chicago. Mercedes loves learning about different cultures, she has a multicultural mind set. She has the ability to function effectively in more than one culture. Her goal is to continue to raise awareness, promote and showcase the Peruvian culture, music and gastronomic in Chicago while strengthening the relationships between Peruvians and other Latinos and Non-Latinos.

Me siento muy orgullosa de tener la oportunidad de promover la cultura peruana en Chicago.





## KID'S ZONE







**FESTIVAL STAGE**

**FESTIVAL PERUANO**

**YOUR  
LOGO  
HERE**

**YOUR  
LOGO  
HERE**

**40FT STAGE**  
**FRONT ROW SEATED VIP AREA**





## FESTIVAL LAYOUT







# GOLD SPONSORSHIP

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

**FIFTY (50) VIP PASSES VALUE OF \$85 EACH**

**FIFTY (50) COMPLIMENTARY ADMISSION TICKETS VALUE OF \$25 EACH**

• Company will receive product exclusivity and will be recognized us one of the official or as the only sponsor of the Festival,

**"Peruvian Festival brought to you (corporate name here)"**

• Signage at Main Event Entrance Gate featuring "Peruvian Fest presented by (corporate name here)"

• Announcement of company sponsorship through Radio

• Name & Logo recognition in Newspapers and Magazine circulations, PeruvianFest.com, Our Facebook, Instagram, Youtube & TikTok accounts.

• A 20ft X 20ft sponsorship booth on main walkway, high traffic area (sponsor provides tent).

• Corporate marketing material distribution throughout the festival including signage opportunities

• Corporate representative allowed to speak during festival

• Opportunity to provide gifts / promo items to attendees

• 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, targeting Latin American stores.

Company logo on 25,000 full color posters circulated to citywide retail locations, targeting Latin American stores.

Company logo printed on entertainment schedule

• **Company logo placement on**

PeruvianFest.com and Peruvian Fest Facebook Page

• **Exclusive & Inclusive Email Blasts**





# SILVER SPONSORSHIP

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

**FIFTY (25) VIP PASSES VALUE OF \$85 EACH**

**FIFTY (25) COMPLIMENTARY ADMISSION TICKETS VALUE OF \$25 EACH**

- **Announcement of company sponsorship through Radio**
- **Name & Logo recognition in Newspapers and Magazine circulations, PeruvianFest.com, Our Facebook, Instagram, Youtube & TikTok accounts.**
- **Prime placement of company logo in all festival material including:**
  - Company logo on 100,000 full color flyers circulated to citywide retail locations, targeting Latin American stores.
  - Company logo on 25,000 full color posters circulated to citywide retail locations, targeting Latin American stores.
  - Company logo printed on entertainment schedule
- **A 10ft X 10ft sponsorship booth on main walkway, high traffic area (sponsor provides tent).**
- **Corporate marketing material distribution throughout the festival including signage opportunities**
- **Corporate representative allowed to speak during festival**
- **Opportunity to provide gifts / promo items to attendees**
- **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**
- **Exclusive & Inclusive Email Blasts**







# BRONZE SPONSORSHIP

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

**FIFTEEN (15) VIP PASSES VALUE OF \$85 EACH**

**FIFTEEN (15) COMPLIMENTARY ADMISSION TICKETS VALUE OF \$25 EACH**

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

- Company logo on 100,000 full color flyers circulated to citywide retail locations, targeting Latin American stores.

- Company logo on 25,000 full color posters circulated to citywide retail locations, targeting Latin American stores.

- 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**





## CONTACT INFO

For Sponsorship Opportunities,  
Vendor Queries and More Information please contact:

### Luis Lopez

Event Coordinator

847.909.4103

llopez@ameritech.net

### Mercedes Feliz

Event Coordinator

708.606.9703

merfeliz24@gmail.com

### Website

PeruvianFest.com



### Brenda W Rojas

Vendor Coordinator

(773) 491-0704

weatherstonbrenda@yahoo.com



### Social Media

Facebook, Instagram, YouTube

Like us on Facebook

