



**JULY 11TH - 12TH, 2026**  
**SATURDAY & SUNDAY**



**COPERNICUS CENTER (OUTDOOR PARKING LOT)**

**5216 W. LAWRENCE AVENUE CHICAGO, IL 60630**



**SATURDAY & SUNDAY, JULY 11TH - 12TH, 2026**

**Dear Prospective Sponsors:**

The **Peruvian Festival of Chicago** cordially invites you to join our valued Sponsorship Team and be part of one of the city's most anticipated cultural events.

As a sponsor, your company will enjoy exceptional visibility and the opportunity to connect directly with a vibrant, diverse community. This is more than just a festival - it's a celebration of culture, music, and unity that reflects the beauty of Chicago's multicultural spirit.

Your brand will be featured through multiple marketing channels, including on-site visibility, digital promotion, and printed materials, giving your business a meaningful presence before, during and after the event. We customize every sponsorship package to fit your marketing goals and budget so you receive maximum impact and recognition.

We invite you to join us on **Saturday & Sunday, July 11 - 12, 2026**, as we celebrate our **14th Annual Peruvian Festival** a day of culture, flavor, and community. Let us create a partnership that highlights your brand as a proud supporter of diversity and culture.





## 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



	<b>WASHROOM</b>
	<b>KID ZONE</b>
	<b>VENDOR TENT</b>
	<b>VIP</b>
	<b>BARCADE</b>



# GOLD SPONSORSHIP

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

**FIFTY (50) VIP PASSES VALUE OF \$100 EACH**

**FIFTY (50) COMPLIMENTARY ADMISSION TICKETS VALUE OF \$30 EACH**

**TWENTY (20) VIP BACKSTAGE TICKETS**

- Company will receive product exclusivity and will be recognized as 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)"**
- Corporate marketing material distribution throughout the festival including video in the main stage signage
- Announcement of company sponsorship through social media pages
- Name & Logo recognition in Newspapers and Magazine circulations, Peruvian Fest website Our Facebook, Instagram, Youtube & TikTok accounts
- A 20ft X 20ft sponsorship booth on main walkway, high traffic area with electricity and chairs **(sponsor provides tent)**
- Corporate representative allowed to speak during festival
- Opportunity to provide gifts / promo items to attendees
- Opportunity to present an artist
- Company will receive on-stage mentions at the opening, duration and closing of the festival
- Company logo reel to run continuously on stage screen, **(logo provided by sponsor)**
- Prime placement of company logo in all festival material
- Company logo on full color flyers circulated to citywide retail locations, targeting Latin American stores
- Company logo on posters full color posters circulated to citywide retail locations, targeting Latin American stores
- Company logo printed on entertainment schedule
- Company logo placement on Email Blast to in total entertainment schedule
- One dedicated exclusive Email Blast





# SILVER SPONSORSHIP

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

**FIFTY (25) VIP PASSES VALUE OF \$100 EACH**

**FIFTY (25) COMPLIMENTARY ADMISSION TICKETS VALUE OF \$30 EACH**

**TEN (10) VIP BACKSTAGE TICKETS**

- A 20ft X 20ft high traffic area with electricity and chairs (**sponsor provides tent**)
- Corporate marketing material distribution throughout the festival including video in main stage signage
- 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
- Announcement of company sponsorship through our social media pages
- Company logo reel to run continuously on stage screen (**logo provided by sponsor**)
- Name & Logo recognition in Newspapers and Magazine circulations, Peruvian Fest website,
- Prime placement of company logo in all festival material
- Company logo on full color flyers circulated to citywide retail locations, targeting Latin American stores
- Company logo on full color posters circulated to citywide retail locations, targeting Latin American stores
- Company logo included on Email Blast in total entertainment schedule
- One dedicated exclusive Email Blast



# BRONZE SPONSORSHIP

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

**FIFTEEN (15) VIP PASSES VALUE OF \$100 EACH**

**FIFTEEN (15) COMPLIMENTARY ADMISSION TICKETS VALUE OF \$30 EACH**

**FIVE (5) BACKSTAGE TICKETS**

- One corporate booth on main walk way, high traffic area with electricity and chairs  
**(sponsor provides tent)**
- Prime placement of company logo in all festival material
- Company name and logo on all printed matrial
- Company name and logo on all press releases
- Company logo on main stage digital screen
- Corporate representative allowed to speak during the festival
- Oppurtunity to provide gifts/promo items to attendees
- Company will receive on-stage mentions at the opening, duration and closing of the festival
- Company name and logo on all full color flyers circulated to citywide retail locations, targeting Latin American stores
- Company name and logo on all full color posters circulated to citywide retail locations, targeting Latin American stores
- Corporate marketing matrial distribution throughout the festival
- Annoucement of company sponsorship through our Social Media pages
- Name and logo recognition in Newspapers, Magazine circulation and Peruvín Fest website
- Inclusive Email Blast



## 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



### Social Media

Facebook, Instagram, YouTube

Like us on Facebook

