



para los niños  
for the children

# Felices Fiestas

## SPONSORSHIP OPPORTUNITIES

**SATURDAY, DECEMBER 9, 2017**  
**11:00AM – 2:00PM**

**PARA LOS NIÑOS**  
**GRATTS PRIMARY CENTER**

**474 S. HARTFORD AVENUE**  
**LOS ANGELES, CA 90017**



Earn recognition and exposure for your organization, product, or service by becoming a partnering sponsor of our **2017 Felices Fiestas**, an annual holiday party and toy give-a-way. Event attendees include state and citywide elected officials, Hollywood celebrities, and visitors from all over Los Angeles participating in support of over 1,000 of our neediest children and families during this time of year.

## EXPOSURE. CONNECTION. SUPPORT. DOING GOOD.



**1,000**  
**INVITATIONS**

Invites sent home to over 1,000 families we serve throughout our community



**1,200**  
**ATTENDEES**

Civic, philanthropic and business leaders in attendance along with our families and community



**10,000**  
**EMAIL**  
**CIRCULATION**

A series of targeted emails are used throughout the four months leading to Felices Fiestas



**5,000**  
**MONTHLY**  
**WEBSITE VISITORS**

This is the estimated number of visitors to the Para Los Niños website over a one month period



**50,000**  
**IMPRESSIONS**

The number of impressions gained over the course of four months of email, social media, print, online and other promotions



**AFFILIATION**

PLN holds a special place in the heart of L.A., having built a 37-year legacy as one of our city's leading child poverty organizations.



Left to right: LAUSD Board Member Monica Garcia, David Arquette, Elizabeth Olsen, Emily Tosta, 41<sup>st</sup> Los Angeles Mayor Antonio Villaraigosa at Felices Fiestas 2016.



Our families and children receiving a hot meal during Felices Fiestas 2016.

# SPONSORSHIP OPPORTUNITIES

## ❑ PLATINUM SPONSOR: \$5,000 & ABOVE

- Free use of a classroom for your activities on campus during Felices Fiestas.
- Your banner displayed on the campus of Gratts Primary Center (provided by you – no larger than H: 8' x W: 4' or H: 4' x W: 8').
- Your business name and logo displayed in the events page of Para Los Niños' website.\*
- Your business logo prominently displayed in the event program guide.\*
- Your sponsorship announced from the main stage at least three (3) times during the event program.
- Four (4) front row reserved seats at the main stage.
- Your sponsorship mentioned in all of our press releases.
- Your sponsorship mentioned in all of our social media posts about the event.
- Opportunity to make a few remarks during the program.

## ❑ GOLD SPONSOR: \$2,500

- Free use of a classroom for your activities on campus during Felices Fiestas.
- Your banner displayed on the campus of Gratts Primary Center (provided by you – no larger than H: 8' x W: 4' or H: 4' x W: 8').
- Your business name and logo displayed in the events page of Para Los Niños' website.\*
- Your business logo displayed in the event program guide.\*
- Your sponsorship announced from the main stage at least two (2) times during the event program.
- Two (2) front row reserved seats at the main stage.
- Your sponsorship mentioned in a press release.
- Your sponsorship mentioned in at least one (1) of our social media posts about the event.

## ❑ SILVER SPONSOR: \$1,500

- Free booth during Felices Fiestas.
- Your banner displayed on the campus of Gratts Primary Center (provided by you – no larger than H: 8' x W: 4' or H: 4' x W: 8').
- Your business name and logo displayed in the events page of Para Los Niños' website.\*
- Your business logo displayed in the event program guide.\*
- Your sponsorship announced from the main stage at least one (1) time during the event program.
- One (1) front row reserved seat at the main stage.
- Your sponsorship mentioned in a press release.
- Your sponsorship mentioned in at least one (1) of our social media posts about the event.

## ❑ BRONZE SPONSOR: \$750

- Discount on a booth rental (75% off) at Felices Fiestas.
- Your banner displayed on the campus of Gratts Primary Center (provided by you – no larger than H: 8' x W: 4' or H: 4' x W: 8').
- Your business name and logo displayed in the events page of Para Los Niños' website.\*
- Your business logo displayed in the event program guide.\*
- Your sponsorship announced from the main stage at least one (1) time during the event program.

## ❑ FIESTA FRIEND: \$500 OR LESS

- Discount on a booth rental (25% off) at Felices Fiestas.
- Your banner displayed on the campus of Gratts Primary Center (provided by you – no larger than H: 8' x W: 4' or H: 4' x W: 8').
- Your business name and logo displayed in the events page of Para Los Niños' website.\*
- Your sponsorship announced from the main stage at least one (1) time during the event program.

## ❑ IN-KIND DONATIONS

- Contact us to discuss what can work for you to be a part of this year's Felices Fiestas.
- We welcome chair, table and tent rental donations.
- We can also accept NEW unwrapped toys, backpacks and school supplies.

## ❑ BOOTH RENTALS

- Contact us to reserve your booth for this year's Felices Fiestas. Your product, service or activity will be exposed to 1,000 families during the event.
- **Booth Rental Fee: \$100**

## ❑ CONTACT US

For more information on Felices Fiestas sponsorships, please contact us:

• **Nieves Rico,**  
**Development Associate**  
nrico@paralosninos.org  
(213) 250-4800 Ext. 555

*\*Note: Your business name and logo must be supplied as an EPS file to:*

• **Rody Lopez,**  
**Communications Manager**  
rolopez@paralosninos.org  
(213) 250-4800 Ext. 556

# #FELICESFIESTAS2017