

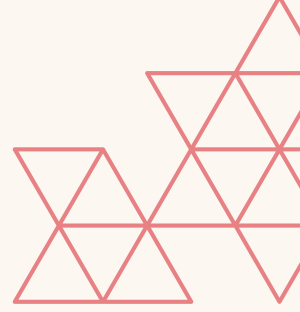
SPONSORSHIP PACKAGES

2ND ANNUAL LATINA COMEDY FESTIVAL

October 5th-7th, 2023
CHICAGO, IL



ABOUT THE LATINA COMEDY FESTIVAL



It started with a dream (and a domain name bought 5 years ago!). Then one year ago, in August 2022, in celebration of National Latina Day, the production team of Las Locas Comedy launched the first Latina Comedy Festival as a one-show marathon of 25 Latina comedians performing for 5 minutes each. We sold out. We received great coverage in the Chicago press. And now we're building on that momentum.

But we need your help.



THE 2ND ANNUAL LATINA COMEDY FESTIVAL

We're growing! The 2nd Annual Latina Comedy Festival is now expanding to 6 shows across 3 days and 4 venues from October 5th through October 7th, 2023 in Chicago, IL. We're also opening up performer applications to Latina comedians from across the country to further expand our mission of raising visibility and creating a platform for Latina comedians to gain exposure and reach new audiences.

The 2nd Annual Latina Comedy Festival will be an outstanding showcase of Latina talent happening during the heart of Hispanic Heritage Month. This is an amazing opportunity for brands and companies to promote their product and services to a culturally aware and diverse audience.



WHO IS COMING TO THE LATINA COMEDY FESTIVAL



Las Locas Comedy is an established comedy brand that produces multiple comedy showcases, both for public and private audiences, across Chicagoland and the Midwest. We've developed a loyal fan base over the past 6 years and will be utilizing our established social media accounts and databases to reach our existing audiences and promote the festival.

AUDIENCE DEMOGRAPHICS

- 60% Female, 35% Male, 5% Nonbinary/other
- 70-75% Latina/o/x/e identifying
- LGBTQ+ positive
- Progressive-minded, pro-women, multiculturally minded



THE NUMBERS

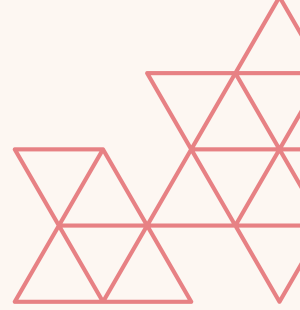
- 3 Days of Shows
- 6 Showcases
- 4 Festival Venues
- 25-40 Comics Performing
- 500-600 Estimated Attendees
- 15,000+ Estimated Reach via Organic Marketing*
- 162,000+ Estimated Reach via Paid Ads **

*VIA FACEBOOK, INSTAGRAM, GOOGLE BUSINESS, EMAIL MARKETING & 3RD PARTY EVENT SITES

**VIA FACEBOOK, INSTAGRAM, & GOOGLE ADS



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BRONZE

\$200

Bronze Level Placement of Name, Logo, & Tag:

- 2 Social Media Shoutouts/mentions
- Festival and Ticket Websites
- Email Marketing
- Inclusion of provided promotional items in comedian swag bag
- Four (4) tickets to any one showcase on 10/5/23 or 10/6/23

SILVER

\$500

Silver Level Placement of Name, Logo, & Tag:

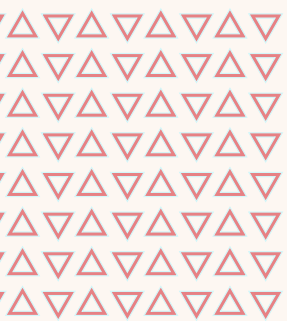
- All in **Bronze** package PLUS inclusion on flyers and posters
- 4 social Media Shoutouts/mentions
- 2 Complimentary Festival Passes (applicable to all shows)
- Mention on Press Releases
- Industry Category Exclusivity

GOLD

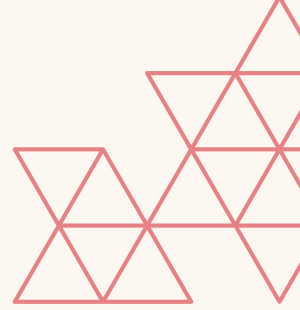
\$1000

Gold Level Placement of Name, Logo, & Tag:

- All items in **Silver** package PLUS inclusion on stage banner, table tents
- Tag/mention on all social media
- Digital Advertising (FB, IG, Google Ads)
- One (1) Sponsor Specific Social Post



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PLATINUM

\$2500

Platinum Level Placement of Name, Logo, & Tag:

- All items in **Gold** package PLUS
- Two (2) Sponsor Specific Social Posts
- Four (4) Festival Passes

TITLE

\$5000

Title Level Placement of Name, Logo, & Tag:

- All in **Platinum** package PLUS
- Title Rights i.e: The 2nd Annual Latina Comedy Festival Presented by **Your Brand/Company**
- Additional Signage and Venue Marquee when available
- Four (4) Sponsor Specific Social Posts
- Eight (8) Festival Passes
- Media mention on Radio, TV, & Podcast appearances
- Vendor Presence - vendor table and representative at showcases
- Logo on comic swag bag or you can provide branded bag



	TITLE \$5000	PLATINUM \$2500	GOLD \$1000	SILVER \$500	BRONZE \$200
<i>Title Rights</i>	★				
<i>Vendor Presence</i>	★ Vendor Table at Showcases				
<i>Social Media</i>	★ 4 Sponsor-Specific Posts	★ 2 Sponsor-Specific Posts	★ 1 Sponsor-Specific Posts	★ Minimum of Four (4) Social Media Shoutouts/Mentions	★ Minimum of Two (2) Social Media Shoutouts/Mentions
<i>Website (Logo/Tag)</i>	★	★	★	★	★
<i>Email Marketing (Logo/Tag)</i>	★ Primary Placement of Logo	★	★	★	★
<i>Digital Advertising (Logo/Tag)</i>	★	★	★		
<i>Flyers (Logo)</i>	★	★	★	★	
<i>Stage Banner (Logo)</i>	★	★	★		
<i>Table Tents (Logo)</i>	★	★	★	★	
<i>Posters (Logo)</i>	★	★	★	★	
<i>Media Mentions</i>	★ Radio, TV, Podcast, Press Releases	★ Press Releases	★ Press Releases	★ Press Releases	
<i>Industry Category Exclusivity</i>	★	★	★	★	
<i>Festival Passes</i>	★ 8 Complimentary Festival Passes and Reserved Seating	★ 4 Complimentary Festival Passes and Reserved Seating	★ 2 Complimentary Festival Passes	★ 2 Complimentary Festival Passes	★ 4 tickets to any 1 showcase
<i>Comic Swag Bag</i>	★ Logo placement on Swag Bag and Tote Bag Merch	★ Inclusion of items in comic swag bags	★ Inclusion of items in comic swag bags	★ Inclusion of items in comic swag bags	★ Inclusion of items in comic swag bags

SPONSOR THE LATINA COMEDY FESTIVAL



Our festival needs the support of brands like yours. If the above packages don't quite fit, let's work together to customize a package that best activates your brand!



CONTACT US

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