

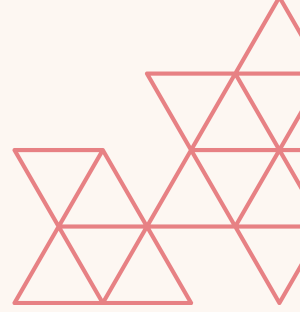
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4TH ANNUAL LATINA COMEDY FESTIVAL

October 2nd-4th, 2025
CHICAGO, IL



ABOUT THE LATINA COMEDY FESTIVAL



Over six years ago, it started with a dream and a domain name. In August 2022, to celebrate National Latina Day, the Las Locas Comedy team launched the inaugural Latina Comedy Festival with a sold-out marathon show featuring 25 Latina comedians delivering five minutes of laughs each.

The success of 2022 drove us to return in October 2023 and 2024, coinciding with Hispanic Heritage Month, where we expanded to multiple showcases across Chicago venues and featured over 40 hilarious Latina comedians from various corners of North America. As we gear up for 2025, we aim to make the festival even bigger and better!

But we need your help.



THE 4TH ANNUAL LATINA COMEDY FESTIVAL

The 4th Annual Latina Comedy Festival is leveling up in 2025 with 20 shows spanning three days at the famous Lincoln Lodge, from October 2nd to October 4th, 2025. We're excited to expand comedian workshops and introduce new showcases and Spanish-language shows.

In partnership with The Lincoln Lodge, a non-profit organization dedicated to nurturing diverse comedic voices and fostering community, the 4th Annual Latina Comedy Festival aims to elevate Latina talent while celebrating cultural heritage during the heart of Hispanic Heritage Month.

Our festival presents an incredible opportunity for brands and companies to showcase their products and services to a culturally conscious and diverse audience.



WHO COMES TO THE LATINA COMEDY FESTIVAL

Las Locas Comedy is a recognized and thriving comedy brand that produces comedy showcases at comedy clubs, nightlife venues, colleges, and charity and corporate events across Chicagoland and the Midwest. Our partnership with Lincoln Lodge broadens the festival's mission, bringing together its reputation for showcasing diverse comedic talent with our focus on cultural empowerment through comedy. With our established brands, we'll be able to leverage our current fans and successfully reach a new audience.

AUDIENCE DEMOGRAPHICS

- 60% Female, 35% Male, 5% Nonbinary/other
- LGBTQ+ positive
- 41% 21-34 age, 30% 35-44, 18% 45-54, 10% 55+
- 75-80% Latina/o/x/e identifying
- Progressive-minded, pro-women, multiculturally minded
- 67% have a college degree



THE NUMBERS

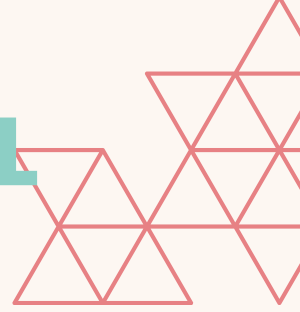
- 3 Days of Shows
- 20 Showcases in both Spanish & English
- 1 Multi-Theater Festival Venue
- 60+ Comics Performing
- 1500+ Estimated Attendees
- 200,000+ Estimated Reach via Organic Marketing and Comedian Social Media*
- 175,000+ Estimated Reach via Paid Ads **

*VIA FACEBOOK, INSTAGRAM, TIKTOK, GOOGLE BUSINESS, EMAIL MARKETING, 3RD PARTY EVENT SITES, VENUE'S OWN MARKETING, AND COMEDIAN PROMOTION ON THEIR SOCIAL PLATFORMS

**VIA FACEBOOK, INSTAGRAM, & GOOGLE ADS



LATINA COMEDY FESTIVAL IN THE NEWS



The Latina Comedy Festival has been featured on various news programs including CBS Channel 2, WGN, and NBC Channel 5.

Local television stations highlighted our event, interviewing executive producer Janice Rodriguez and festival performers who emphasized the festival's role in celebrating Latina voices and promoting diversity in comedy.

Multiple newspapers and online platforms also featured our festival. We were highlighted on "Things to Do in Chicago" lists in media outlets, websites, and influencer social media accounts. The media coverage not only boosted the festival's visibility but also underscored its importance in the cultural landscape of Chicago.



PREVIOUS FESTIVAL FEATURED PERFORMERS

Gwen La Roka - HBOMax Special - directed by Aida Rodriguez

Marcella Arguello - HBOMax Special "B*tch Grow up!"

Glorelys Mora - Netflix is a Joke 2024 Featured Performer

Eliana La Casa - Chicago Reader's 2021 Best Comedian

Deanna Ortiz - Chicago Reader's 2022-2024 Best Comedian

Joanna "Chona-E" Estrada - Tik Tok Star & Comedian

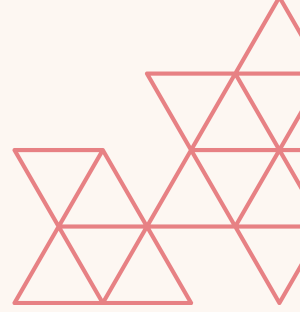
Nana Rodriguez - Nationally Touring, Viral Instagram Comedian

Michelladonna - Host of Internet Sensation Shop Cats



In 2025, we'll keep the same high caliber level of talent - from nationally touring heavy hitters to fresh faces in Latina comedy.

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BRONZE

\$300

Bronze Level Placement of Name, Logo, & Tag:

- 2 Social Media Shoutouts/mentions
- Festival and Ticket Websites
- Email Marketing
- Two (2) tickets to any one (1) showcase

SILVER

\$500

Silver Level Placement of Name, Logo, & Tag:

- All in **Bronze** package PLUS inclusion on flyers and posters
- 4 social Media Shoutouts/mentions
- Four (4) tickets to any one (1) showcase with priority seating
- Mention on Press Releases

GOLD

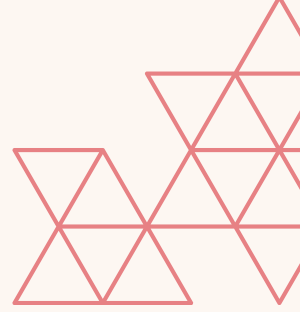
\$1000

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)
- Featured sponsor in one festival email
- Two (2) Complimentary Festival Passes
- Industry Category Exclusivity
- Inclusion of promotional items/products in comic swag bags



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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
- Logo featured on the pre-show slideshow or digital screen during showcases.
- Four (4) additional tickets for any showcase

TITLE

\$5000

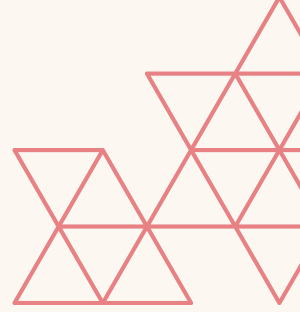
Title Level Placement of Name, Logo, & Tag:

- All in **Platinum** package PLUS
- Title Rights i.e: The 4th Annual Latina Comedy Festival Presented by **Your Brand/Company**
- Additional Signage and Venue Marquee when available
- Three (3) Sponsor Specific Social Posts
- Two (2) Additional Festival Passes and reserved seating
- 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 \$300
Title Rights	★				
Vendor Presence	★ Vendor Table at Showcases				
Social Media	★ 4 Sponsor-Specific Posts	★ 2 Sponsor-Specific Posts	★ 1 Sponsor-Specific Posts	★ Four (4) Social Media Shoutouts/Mentions	★ Two (2) Social Media Shoutouts/Mentions
Website (Logo/Tag)	★	★	★	★	★
Email Marketing (Logo/Tag)	★ Featured sponsor in one festival email	★ Featured sponsor in one festival email	★ Featured sponsor in one festival email	★ Logo placed in email	★ Logo placed in email
Digital Advertising (Logo/Tag)	★	★	★		
Flyers/Posters (Logo)	★	★	★	★	
Stage Banner/ Table Tents (Logo)	★	★	★		
Digital Screen/Slideshow Pre-show (Logo)	★	★			
Tickets/Festival Passes	★ Four (4) Complimentary Festival Passes and Reserved Seating	★ Two (2) festival passes + 4 additional tickets	★ Two (2) Festival Passes	★ Two (2) tickets to any one showcase	★ Two (2) tickets to any one showcase
Media Mentions	★ Radio, TV, Podcast, Press Releases	★ Press Releases	★ Press Releases	★ Press Releases	
Industry Category Exclusivity	★	★	★		
Additional Perks	★ Meet & Greet, Marquee/Venue Signage				
Comic Swag Bag	★ Logo placement on Swag Bag	★ Inclusion of items in comic swag bags	★ Inclusion of items in comic swag bags		

JOIN THIS LIST OF SPONSORS



SPONSOR THE LATINA COMEDY FESTIVAL

Our festival thrives with the support of brands like yours! If our current packages aren't the perfect fit, let's collaborate to create a customized option that maximizes your brand's impact.



CONTACT US JANICE RODRIGUEZ

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