LATINA COMEDY FESTIVAL 2026

# SPONSORSHIP PACKAGES

*5TH ANNUAL LATINA COMEDY FESTIVAL*

## October 1st-3rd, 2026

*CHICAGO, IL*

# ABOUT THE LATINA COMEDY FESTIVAL

Over six years ago, it started with a dream and a domain name. In 2022, we launched the first-ever Latina Comedy Festival on National Latina Day with a sold-out marathon show featuring 25 Latina comedians.

The success pushed us forward. In 2023, we expanded into Hispanic Heritage Month. By 2024, the festival grew into multi-venue showcases across Chicago, spotlighting 40+ Latina comedians from across North America. In 2025, we moved into our new home at The Lincoln Lodge, staged 20 comedy showcases, and for the first time, introduced Spanish-language programming.

Now, as we gear up for 2026, we're ready to make an even bigger impact, and we're looking for partners who believe in Latina visibility, community, and the power of laughter.

# THE 5TH ANNUAL LATINA COMEDY FESTIVAL

The 5th Annual Latina Comedy Festival is leveling up in 2026 with 18 shows spanning three days at the famous Lincoln Lodge, from October 1st to October 3rd, 2026. We're excited to expand comedian workshops, showcase new talent from across the world, and, for the second year, host Spanish-language comedy showcases.

In partnership with The Lincoln Lodge, a non-profit organization dedicated to nurturing diverse comedic voices and fostering community, the 5th Annual Latina Comedy Festival aims to elevate Latina talent while celebrating cultural heritage during the heart of Hispanic Heritage Month.

Our festival is a great opportunity for brands and businesses of all sizes to showcase their products and services to a culturally conscious, 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 The Lincoln Lodge broadens the festival's mission, bringing together its reputation for showcasing unique 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**
- **18+ 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, Fox32, 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, including a large feature article in 2025 in the Chicago Sun-Times. 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, Funny AF on Netflix

**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 Webby Awards winner Shop Cats

**Melissa DuPrey** - Actor: How to Die Alone (Hulu), Grey’s Anatomy

**In 2026, we’ll keep the same high caliber level of talent - from nationally touring heavy hitters to fresh faces in Latina comedy.**

# SPONSORSHIP PACKAGES

## 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
- Inclusion of promotional items/products in comic swag bags

# SPONSORSHIP PACKAGES

## 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.
- Industry Category Exclusivity
- 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

$300

| | 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

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# 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

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