



**FEBRUARY
13-16, 2025**

Chicago International Salsa Congress 2025

**THE WESTIN
HOTEL,
CHICAGO**



About CISC



Celebrate the 24th anniversary of the Chicago International Salsa Congress (CISC), the longest-running Salsa Congress in the Americas. This 4-night, 3-day event is a spectacular celebration of Latin and Afro-Caribbean dance, music, and culture, beloved by attendees from around the globe.



Event Highlight

- 70+ Workshops: Explore dance, Afro-Latin music history, percussion, and more.
- 4 Nights of Live Latin Music: Featuring world-renowned bands and artists.
- Professional Dance Showcases: Witness performances by elite Latin dance artists and instructors.
- Nightly Social Dancing: with world class Mambo, Salsa and Bachata DJs and orchestras.
- Bilingual Format: Accessible to a broad multicultural audience.



Our Website

www.chicagosalsacongress.com

2025 Features

Attendance: 2,500+ attendees daily; over 10,000 annually

Inclusive Experiences:

World renowned Latin dance artists and instructors perform in the shows and teach over 70 dance workshops, bootcamps and dance challenges throughout the event.

Participants may also sample percussion and history of Afro-Latin music, start the day with "Salsarobics", or partake of the Healthy Lifestyles lectures coupled with dance/workout workshops.

Dance nightly to world class Mambo and Salsa orchestras and soneros in 3 separate ballrooms concurrently.



→ Line-Up 2025

Thursday, 2/13/25

Trabuvo Salsa Band

Friday, 2/14/25

- Sonora Carruseles (Colombia)
- ESME

Saturday, 2/15/25

La Excelencia (New York)

Sunday, 2/16/25

- Herman Olivera (New York)
- Chicago Merengue Allstars (opening)

→ Performers



Trabuvo Salsa Band



Sonora Carruseles



ESME



La Excelencia



Chicago Merengue Allstars



Herman Olivera



BRIEF HISTORY

FOUNDED BY ROSITA AND SALADEEN ALAMIN OF CULTURAL EXPRESSIONS PRODUCTIONS AND THE CHICAGO INTERCULTURAL ALLIANCE, THE CHICAGO INTERNATIONAL SALSA CONGRESS HAS BEEN UNITING CULTURES AND GENERATIONS FOR 39 YEARS. WITH ROOTS IN EVENTS LIKE "SIZZLING MAMBO SUNDAYS" AND FUNDRAISERS FOR CHILDREN WITH HIV, THE CISC CELEBRATES AND PRESERVES THE HISTORY OF AFRO-LATIN MUSIC AND DANCE WHILE PROVIDING OPPORTUNITIES FOR EMERGING ARTISTS TO LEARN AND PERFORM ALONGSIDE PROFESSIONALS. RECOGNIZED IN MAJOR NEWS OUTLETS, THE CISC IS A STAPLE OF CHICAGO'S CULTURAL SCENE.



DEMOGRAPHICS

Location:

82% U.S. attendees, 17% international participants from countries like Chile, Canada, Mexico, and South Korea, England, Colombia, Spain, Italy. Canada, Dominican Republic

Ethnicity:

60% Hispanic/Latino, 15% Afro-Caribbean/African American, 25% White/Asian/Other.

Age:

79% aged 18-45, 16% aged 45+, 5% under 18

Sponsorship Opportunities

Levels: \$10,000 – \$100,000

Benefits:

PROMOTIONAL VISIBILITY:

- Logo on website, social media, and on-site banners.
- Placement on main stage screens.
- 30-60 second commercial airing.
- Booth access in the CISC Marketplace.
- Ad space in the CISC Commemorative Magazine (10,000 print copies, year-round digital presence).

CUSTOM CROSS-MARKETING STRATEGY:

Access to a diverse audience via social media, print, and live mentions.

VIP ACCESS

Reserved seating and passes.

DIGITAL REACH

Facebook: 267 million audience size, 20.6k followers

Instagram: 9,000 followers

YouTube: 20.6K subscribers over

1 million video impressions

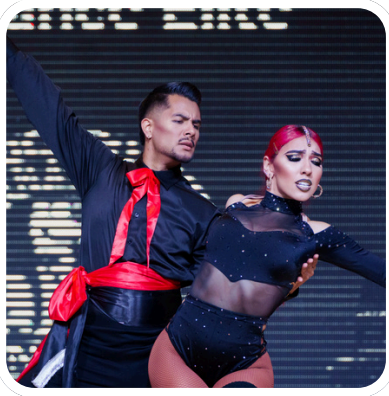
ADVERTISING RATES

The CISC Commemorative Program Magazine is a 60-page, full-color publication distributed to 10,000+ attendees, press, and partners.

Ad Options:

- Full Page: \$699-\$899
- Half Page: \$349-\$449
- Quarter Page: \$149-\$249
- Special Placement Rates (e.g., Back Cover, Center Spread): Starting at \$2,599

KEY FEATURES



DIGITAL REACH

YouTube



20.6K
Subscribers

1 mil
Video Impressions

43k
Top Video Views

Instagram



10.1K
Followers

250k
Accounts reached
In the last year

500k
Top Video Views

Facebook



28 K
Followers

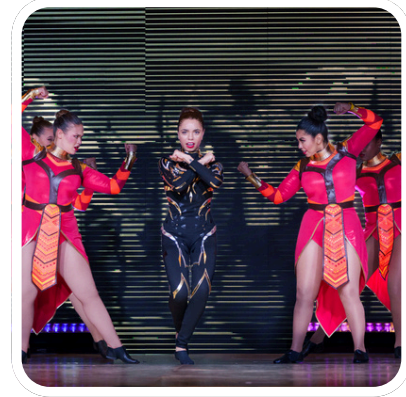
267mil
Audience

4.9mil
Top Video Views

Media



CHICAGO'S VERY OWN
WGN9 **Chicago Tribune**



Prior CISC Sponsors include:

- Budweiser
- Mercedes Benz
- Corona
- Mundo Fox-14
- American Family Insurance
- University of Chicago, Pritzker School of Medicine
- American Airlines
- Norwegian American Hospital
- San Juan Star Travel
- Prevention First
- Hydrodynamics Consulting Co.
- Myrna's Closet Wear
- Presenting Sponsor Myrna Bromley
- Joyería La Caridad
- UBM Companies, Inc.
- Pinata Graphics Chicago
- Xfinity
- Zumba
- Telemundo
- Reflejos
- LUXE
- Fox Entertains Chicago

LATIN MUSIC STARS WHO HAVE APPEARED AT THE CISC

- 
- ADALBERTO SANTIAGO
 - AFINCA'O W/ Y. KLAY, STEPHANIE WOODS-MACHADO
 - ANDY MONTAÑEZ
 - ALFREDO DE LA FE
 - AVENIDA B
 - AZUQUITA
 - CACHAO'S MAMBO ALL-STAR ORCHESTRA
 - CARPACHO Y SU SUPER COMBO
 - CHEO FELICIANO
 - CHOCO ORTA
 - DIEGO GALE Y SU QUINTO MAYOR
 - DOMENIC MARTE
 - DON PERIGNON
 - EDDIE PALMIERI
 - EDWARD CARPIO Y SU ENSAMBLE LATINO W/ ROBERTO FIGUEROA
 - EDWIN BONILLA
 - EDWIN "EL CALVITO" REYES
 - EDWIN SANCHEZ PROJECT
 - EL GRAN COMBO
 - ENRIQUE CALDERON Y SU ORQUESTA
 - ESME
 - EDWIN SANCHEZ AND ANGEL RODRIGUEZ, WITO RODRIGUEZ (1ST JAM SESSION W/ 25 ARTISTS)
 - FLACO NAVARRA & THE RAZORBLADES
 - FRANK REYES Y SU ORQUESTA
 - FREDDY KENTON, JR.
 - FRUKO
 - GILBERTO SANTA ROSA
 - GRUPO GALE
 - GRUPO NICHE
 - HECTOR "EL TORITO" ACOSTA Y SU ORCHESTRA
 - HERMAN OLIVERA
 - ISMAEL MIRANDA
 - ISSAC DELGADO Y SU ORQUESTA
 - JEFFREY MARTINEZ & HUMBOLDT PARK ORCHESTRA
 - JERRY GALANTE
 - JIMMY BOSCH
 - JIMMY SABATER
 - JOHNNY POLANCO
 - JOSE ALBERTO "EL CANARIO"
 - JOSE MANGUAL JR.
 - JR AND HIS LIVE BAND
 - LARRY HARLOW & THE LATIN LEGENDS BAND
 - LA SONORA PONCEÑA
 - LA JAPONESA SALSERA
 - ORCHESTRA ADALBERTO ALVAREZ Y SU SON
 - LOS HERMANOS LEBRON
 - LOS SONEROS DEL BARRIO WITH FRANKIE VASQUEZ
 - LUIS GONZALEZ ORCHESTRA
 - LUISITO CARRION
 - LUISITO ROSARIO
 - MICHAEL STUART
 - MIMI IBARRA
 - MONCHO RIVERA
 - NELSON GONZALEZ
 - NEW SWING SEXTET
 - NINO SEGARRA
 - ORQUESTA ADALBERTO ALVAREZ Y SU SON
 - ORQUESTA GUAYACÁN
 - PATTY PADILLA
 - PORFI BALOA Y SUS ADOLESCENTES
 - PRIMI CRUZ
 - PUERTO RICAN POWER
 - RAULIN ROSENDO
 - RAY DE LA PAZ
 - ROBERTO ROENA
 - SONORA CARRUSELES Y LUISITO AYALA
 - SAN JUAN HABANA
 - SAMMY GARCIA Y SABOR DE PUERTO RICO
 - SPANISH HARLEM ORQUESTA
 - TITO ALLEN
 - TITO NIEVES
 - TROMBORANGA
 - WAYNE GORBEA & SALSA PICANTE
 - YOKO

This 2025 Join Us!

Be part of this multicultural celebration and experience the rhythm, energy, and passion of Salsa! Visit www.chicagosalsacongress.com for more information and to secure your place in this unforgettable event.



Cesar Rolon



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Our Email
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Our Website
www.chicagosalsacongress.com

