

CHICAGO

JULY 17, 18, 19 / 2026

El Gran Festival Colombiano

| ¡Vamos Del Festival!



THANK YOU FOR THE SUPPORT!

www.colombianfestchicago.com

HUMBOLDT PARK, CHICAGO



2026 Sponsorship Opportunities



Colombian Fest celebrates their 12th Year Anniversary with great music and passion! Colombia's culture is a mixture of many great things—from its cuisine, to its carnivals, to its dance and its **Cumbia** and **Vallenato** music. Colombian festivals are characterized by explosive colors, festival carnival costumes, bustling music and passionate celebrations.

10/26/23-Dear Jorge,

You and your crew were amazing on Saturday. It was as if a bolt of yellow lightning had struck State Street. The mix of energy, color, and sound that you and your crew delivered was a true delight. Carnival spirit was in the air. I also loved your oversized truck delivering the massive sound of cumbia and more. You were electrifying! Please thank your entire parade group for their wonderful performance.

Warmly,

Mark Kelly- (former) Commissioner/LUMA8



EVENT SUMMARY



- DATE: JULY 17-18-19, 2026
- MARKET: Chicago/Midwest
- VENUE: HUMBOLDT PARK, CHICAGO
- ATTENDANCE: 30,000 for the weekend
- AGES/GENDER: Average age: 21+ Adults/ Male 44% Female 56%
- ETHNICITY: Hispanic (90%)/ White 5% /Other 5%
- HOUSEHOLD INCOME: \$60K (55%) \$70K+ (25%) \$100K+(20%)
- HISPANIC POPULATION: 2,070,000 21.8% of Population
 - Source: *Pew Research Center as 2014



FESTIVAL OVERVIEW



- Great engagement on all social media platforms; 3.5 Million impressions
- Website appears in the first place search results on Goggle over 95,000+ Organic Search
- 2025 total unique visitors to website; 76K +/Total # Events: 185K+
- Emails Sent: 285,285 (3 months)
- ***Bravissimo*** TV Show reach: 700,000+ Viewers for the Weekend, Record #s, with GFC in Millions of Households World Wide Broadcasting Live from Fest!

Collateral/Print: Street Team Impressions
3 Million + for Team Colombia

- Flyers: 100,000 Full Color
- Posters: 1000 Full Color
- Banners: 10 Units
- **OUTDOOR**
 - Branded Vehicle
 - Billboards
 - Digital Displays



NuestraTele



RCNRADIO



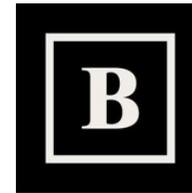
RCN TELEVISION



Cancillería



CHICAGO
SUN★TIMES



CHICAGO'S VERY OWN
WGN9



RADIO
NACIONAL
DE COLOMBIA



EL TIEMPO



Do312



GFC Obtain world wide media exposure from festival media partners and other media outlets in Colombia, South America and Europe & USA. Interviews and News reels, throughout the entire Colombian Nation with over 40 media outlets and National TV and Radio Networks with Millions of viewers in every part of the country.



**WORLD WIDE
MEDIA COVERAGE**



INVESTMENTS: PRESENTING SPONSOR LEVELS:\$30,000 +



© Jerree Cardenas Photography

Presenting Sponsorship recognition for the festival Combo

- Presenting sponsor recognition for the festival combo*
- One 20X20 corporate booth with electricity and chairs*
- Exclusivity in product category (Official PRODUCT Sponsor)*
- Main placement logo on park entrance banner*
- Main placement logo on stage banners*
- One dedicated exclusive email blast (100,000+)*
- Main logo placement on email blast (100,000+ / 10 in total)*
- Logo on all printed materials*
- Company name and logo on all press releases*
- Recognition as presenting sponsor on 50K flyers and 1000 posters*
- Opportunity to address the audience*
- Name listed in 40 / :30 sec commercials on RCN TV*
- Name listed in 40 / :30 sec commercial spots on Telemundo*
- Name listed in 100 / :30 sec spots on Univision Radio Stations*
- Minimum on 10 Title sponsor stage mentions per day*
- Company logo on main stage digital screen*
- Presenting recognition on Colombian Fest website*
- On Site Brand & Product placement*
- Corporate banners placed throughout the festival perimeter*
- Opportunity for a Meet & Greet with Fest Artists for clients/winners*
- Opportunity to introduce an artist*
- Company video on main stage screen*
- Company logo on backstage step and repeat*
- 20 VIP backstage tickets*



INVESTMENTS:

OFFICIAL CO-SPONSOR LEVELS 1 ;
\$20,000 +



Co- Sponsorship recognition for the festival

- One 20X10 corporate booth with electricity and chairs
- Space for Branded Vehicle
- Partnership placement logo on park entrance banner
- Partnership placement logo on stage banners
- Logo on all printed materials
- Company name and logo on all press releases
- Recognition as title sponsor on 50K flyers and 1000 posters
- Opportunity to address the audience
- Name listed in 20 / :30 sec commercials on RCN TV
- Name listed in 20 / :30 sec commercial spots on Univision
- Name listed in 50 / :30 sec spots on Univision Radio Station
- Minimum on 5 Co-sponsor stage mentions per day
- Company logo on main stage digital screen
- Presenting recognition on Colombian Fest website
- Presenting logo placement on email blast (100,000+)
- On Site Brand & Product placement
- Corporate banners placed throughout the festival perimeter (up to 4 banners)
- Company video on main stage screen
- Company logo on backstage step and repeat
- 10 VIP tickets



- Fest & ICLC has partnered up with Chicago Police Department Sports Teams and NFL Alumni Association and a few community Organizations to host sports mini-camp at fest before the site is open to the public. Players and Coaches will hold drills, test skills, mentor the kids from Community, Summer Camp Park kids and NWB Eagles Football League.



Non-for-Profit Organization
State of Illinois (501c3)

GRAN COMMUNITY DAY

Official Community Partner

*Presenting Sponsor for the Free Community Day at the Fest Friday
July 17th . In Honor of First Responders CPD & CFD.*

Sponsorship recognition for the Festival

- One corporate booth with electricity and chairs
- Partnership placement logo on park entrance banner
- Logo on all printed materials
- Company name and logo on all press releases
- Recognition as Co-Sponsor on 50K flyers and 1000 posters
- Name listed in 20 / :30 sec commercial spots on Univision
- Minimum on 2 Co-Sponsor stage mentions per day
- Company logo on main stage digital screen (Limited)
- Recognition on Colombian Fest website
- Onsite brand & product placement
- Corporate banners (2) placed throughout the Festival perimeter
- 6 VIP tickets

LEVEL 2: Please contact marketing team.



PARTNERSHIP BENEFITS



Sponsorship recognition for the Festival

- One 10X10 corporate booth with electricity and chairs
- Logo on all printed materials
- Company name and logo on all press releases
- Recognition as Sponsor on 50K flyers and 1000 posters
- Minimum on 2 Co-Sponsor stage mentions per day
- Company logo on main stage digital screen (Limited)
- Corporate banners (2) placed throughout the Festival perimeter

LEVEL 3: \$8,000 Per Festival

Participation in the Festival

- One 10X10 corporate booth with electricity and chairs
- Recognition as sponsor on 50K flyers and 1000 posters
- Corporate banner (1) placed throughout the Festival perimeter

LEVEL 4: \$5,000

Contact Us for your Brand's customized Package!



PARTNERSHIP BENEFITS



Contact:

Cesar Rolon

Imagen Consultants

773.251.3329

crolon@imagenconsultants.com



Ask about our other event opportunities.

