

Fiestas

DE LAS AMÉRICAS

2024



Sponsorship OPPORTUNITIES

The Fiestas de Las Americas Parade and Festival is a day-long celebration of the vibrant Latino culture that is present within Oklahoma City. With over 25,000 in-person visitors and 30,000+ views on our parade live streams, you'll want to be front and center for all of the day's festivities! Grab a snack from one of our 10+ food trucks and then admire the hard work of 1800+ participants with their 80+ parade floats in our colorful Parade of the Americas. After the parade, take a stroll through SW 25th street and visit the 75+ Expo booths, 30+ pop up shops, 12+ cultural booths, 15+ artist displays, and so much more! Fiestas de Las Américas is an event centered around community and partnerships. With over 20 sponsors and 10 community partners, we want to add you to our growing Fiestas family!"



SATURDAY – SEPTEMBER 28TH, 2024 | [HISTORICCAPITOLHILL.COM](https://www.historiccapitolhill.com)

MAIN STAGE:

Front and center for the entire day, the main stage is nonstop! From announcing parade entries, awarding scholarships, hosting crowd-favorite activities (taco eating contest!), to showcasing local and international talent, the main stage has it all!



PARADE:

The Parade of the Americas is the largest cultural parade in Oklahoma City. Now starting at the lower half of Scissortail park, the Parade makes its way down to SW 25th street in a fun, inviting display of creativity, colors, and community.



ARTIST ALLEY:

The Artist Alley is THE spot to find Latino artists within our city. For the third year in a row, we are excited to invite local artists to come showcase and sell their original pieces. Plus, visit the second annual Artist Gallery in the Oklahoma City Community College's viewing gallery right here in Capitol Hill. For many, this is the first time they are displaying their artwork and trust us, it won't be the last!



KID ZONE:

Fiestas is a family event! The Kids Zone not only has fun games and activities for children, it also has great resources for their parents from our community partners. This area always attracts the whole family because we have something here for everyone, and best of all, all of these resources and activities are FREE!

TRAVEL THE AMERICAS:

Travel the Americas is an entire corridor dedicated to celebrating and exploring the different Latino cultures found within our city. From food trucks selling all sorts of traditional meals, cultural booths dedicated to teaching and sharing culture, to an entire stage dedicated to traditional dances!



EXPO CORRIDOR:

The Expo corridor is the largest area of our festival, stretching from Harvey to Robinson, with Sponsor booths staking prime locations at the center of the entire festival. Expect over 20,000 guests to visit and engage with your booth as they look to learn more about how your business can work for them!

VIP EXPERIENCE:

As a thank you to our generous sponsors for their help in making this day a reality, we have a special VIP experience just for them. VIP guests are offered the best views of the parade and the cultural stage. VIP guests also have reserved parking spots to make sure you spend more time enjoying the festivities rather than trying to find parking around the neighborhood. There's not enough words to describe how grateful we are for our sponsors, so how about giving them the ultimate experience to the event that they helped make happen!



EL MERCADO:

One of the most sought after Artisan pop-up shop opportunities of the year, El Mercado at Fiestas de Las Américas continues to be a crowd favorite! Shoppers can find everything from clothes, jewelry, handmade, artisanal items that can't be found anywhere else!



SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS CURRENTLY AVAILABLE TO INDUSTRIES OUTSIDE OF AUTO SALES

AGUILA \$5,000

LOGO BRANDING:

- Posters
- T-Shirts
- Print Advertisement
- Event Banners
- Website Link
- Email Blast Linked

MENTIONS:

- Press Release
- Social Media
- Stage Speaking (During Event)

ADDITIONAL:

- Banner Placement
- 10x10 booth
- 8 VIP passes

PALOMA \$2,750

LOGO BRANDING:

- Posters
- T-Shirts
- Event Banners
- Website Link
- Email Blast Linked

MENTIONS:

- Social Media

ADDITIONAL:

- Banner Placement
- 10x10 booth
- 4 VIP passes

QUETZAL \$1,500

LOGO BRANDING:

- Email Blast
- Website

MENTIONS:

- Social Media

LISTED BRANDING

- T-Shirts
- Event Banners
- Posters

ADDITIONAL:

- Banner Placement
- 10x10 booth
- 2 VIP passes

Fiestas at a Glance

25,000+

IEWS/ENGAGEMENT ON PARADE LIVE STREAMS
(News9, Telemundo FB Live, OKCPS FB live, OKC Thunder FB live)

20,000

IN PERSON VISITORS

33

POP UP SHOPS

15

FOOD TRUCKS

78

EXPO BOOTHS
(56 registered vendors and 20 sponsors)

13

COUNTRIES REPRESENTED

1740

PARTICIPANTS in the parade

12

COMMUNITY PARTNERS present in the Kids Zone

8

LOCAL ARTISTS WERE FEATURED
(between Artist Alley and artist gallery)

80+

PARADE ENTRIES

THANK YOU TO ALL OF OUR CURRENT AND PAST SPONSORS
FOR BEING HERE WITH US IN OUR COMMUNITY

