

VivaLatino

CAMBRIDGE

health
kid zone
dance

food

music

VIP

IMAGINE THE BEST

of more than **20 COUNTRIES** from all around
LATIN AMERICA

in your city! The food the music, the culture.
All of that will be possible because the **VivaLatino**
is coming to **CAMBRIDGE** to celebrate the
Hispanic Heritage Month & **WE** are here to tell
YOU how important your participation would be!

Presented by:



September 26th

FREE
ADMISSION

VivaLatino ABOUT THE FESTIVAL

CAMBRIDGE

1

THE FESTIVAL'S FIRST EDITION

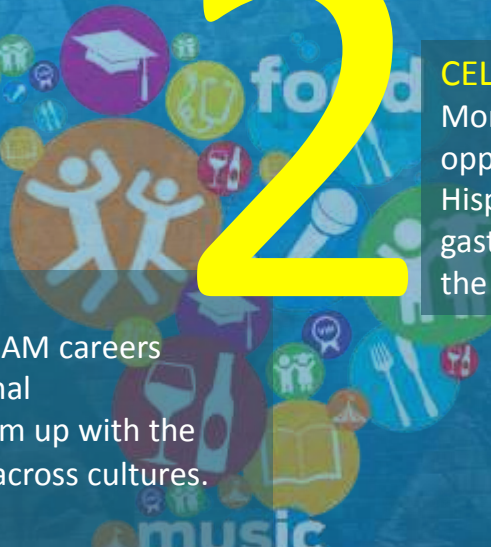
This September, *for the first time* in the City's history, Cambridge will bring together thousands of residents & families to learn about the Latino culture.



2

CELEBRATING HISPANIC HERITAGE MONTH

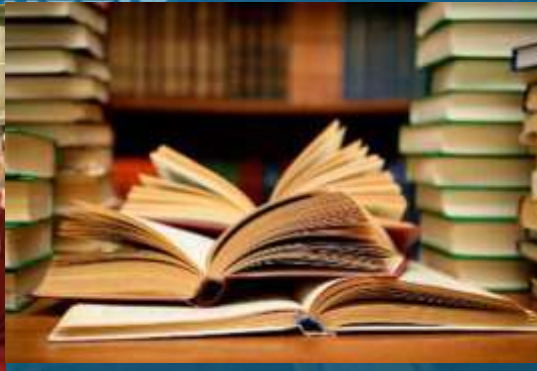
More than 7,000 residents will have the opportunity to explore the different aspects of the Hispanic heritage such as music, arts & crafts, gastronomy and the biggest Salsa dancing class in the City's history!



3

EDUCATIONAL ROLE

Cambridge will play tribute to STEAM careers through showcases and educational activities. VivaLatino wants to team up with the city's mission of building bridges across cultures.



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MEET THE ORGANIZERS

- THE CITY OF CAMBRIDGE: home to a mix of diverse independently-owned shops and creative start-ups, with larger, well-established corporations, resident working artists, and some of the nation's leading universities.
- CENTRAL SQUARE BUSINESS ASSOCIATION: Serving the needs of local businesses & advocating for the improvements of the community.
- EL PLANETA MEDIA: Boston's Spanish newspaper in Español: 10 years organizing & promoting health fairs, the PowerMeter & The Latin Taste of Boston.



Presented by:

VERVIE VivaLatino CAMBRIDGE



The location: Park is a mixed-use urban renewal project occupying land near Central Square between the MIT campus and the neighborhood of Cambridgeport. It is a joint project of the City of Cambridge, MIT, and Forest City Enterprises.

- AREA 1: *Arts & Craft & Health*
- AREA 2: *Soccer Tournery & Beer Garden*
- AREA 3: *Kids & Family game*
- AREA 4: *Food Trucks & Vendors*
- VIP: *Tasting & drinks (ticketed area \$20)*
- STAGE: *Latin Music (jazz, salsa, cumba, merengue) and the biggest salsa class*

THE EVENT:

- **WHERE:** Central Square: University Park & Sidney Street
- **PROJECTED ATTENDANCE:** 7,000 + attendees.
- **DATE & TIME:** Saturday September 26TH | 12pm – 6pm
- **PARKING:** No parking available.
- **ACTIVITIES:** STEAM oriented showcases, Latin/Latin Inspired food vendors, educational activities for kids, health, music performances, dance classes, VIP tasting
- **ADMISSION:** Free general admission, \$20 VIP area



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VivaLatino WHY CITY OF CAMBRIDGE? CAMBRIDGE

"Cambridge has a unique density of financial firms, tech companies and academic institutions"

WWW.ENTREPRENEUR.COM



28.1% of Cambridge residents are FOREIGN BORN and 10.6% are naturalized citizens, Hispanics total 7.6% of the population. Cambridge has long served as a port of entry for immigrants from around the world.

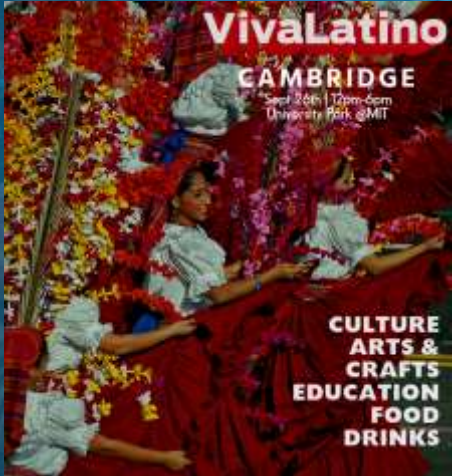
Central Square is home to a number of large cultural events, including Taste of Cambridge, Cambridge Jazz Festival, Cambridge River Festival, Central Square World's Fair and the City Dance Part.

Central Square is one Massachusetts's 29 Cultural Districts. It is home to a mix of diverse independently-owned shops, start-ups & well-established corporations and leading universities.



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- 1**
 - Building bridges between cultures
 - Giving back to the community: A charity will receive a portion of the event revenue years to come!
- 2**
 - Maintain the relationship between local businesses & the community
 - Integrating new businesses into the city in order to enhance diversity & economic growth
- 3**
 - Create awareness about the importance of STEAM careers and the necessary inclusion of minorities in this sector through Industry presence and related activities
 - Supporting arts & culture by showing their sustainability & importance

Presented by:

VivaLatino



CAMBRIDGE

Big brands are seeing the importance of recognizing this important month and have been working on some fun projects to help celebrate.



VivaLatino Cambridge offers your company the **UNIQUE OPPORTUNITY** to advertise your products and services to a **LARGE & IMPORTANT** demo of the Cambridge and Hispanic Market. You will have the chance to support and sponsor Cultural Diversity, Social Awareness and Community Togetherness.

Celebrating Hispanic Heritage Month
at The Cultural District Of Central Square



VivaLatino

CAMBRIDGE

September 26th, 12pm - 6pm

FREE ADMISSION VIP-ticketed area \$20.
Purchase tickets at www.eventbrite.com



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"The Hispanics are exerting a strong influence on all areas, from politics to business, film, music and art. This is the largest group in the US representing 15.8% of the population"

WHY PARTICIPATE? HISPANIC HERITAGE MONTH

September 15-October 15

GOAL & ROOTS: recognizing the contributions and presence of Hispanic and Latino Americans to the United States



The biggest salsa dance lesson in the city's history!

VivaLatino CAMBRIDGE
Celebrating Hispanic Heritage Month

September 26th, 12pm - 6pm
Central Square Cultural District
University Park @ MIT
(Between Franklin & Pacific)

Street & Garage parking is limited, please take the T
Rain Date: Sept 27th

FREE ADMISSION
VIP-Seated area, ETC.
Purchase tickets at www.eventbrite.com

SPONSORED BY:

MEDIA PARTNER:



Presented by:



BIG BRANDS CELEBRATE THE HISPANIC HERITAGE MONTH



“The Center for Talent Innovation has found that companies whose leadership is more diverse are 45% more likely than less diverse businesses to report that the firm’s market share is expanding”
<http://fortune.com/>



More aggressive spending on Hispanic campaigns can yield outsized results. IRI research found that that a total incremental spend of \$8MM in Hispanic strategy yielded \$71MM (+7.1% / ROI = \$1.57*).
<http://www.iriworldwide.com/>



The NFL, has seen the need to attract some of those numbers into their fold to help expand revenue and customers

Presented by:

Presenting \$20,000

RIGHTS & MARKS: Prominent/Exclusive
ON-SITE FESTIVAL ENTITLEMENTS: HIGH
COURTESY VIP TICKETS: 40
MEDIA ENTITLEMENTS: HIGH
PUBLIC RELATIONS: HIGH
STREET BILLBOARDS MENTION: YES
SOCCER FUTBOLITO SPONSOR: HIGH

SILVER \$1,000 - \$2,999

RIGHTS & MARKS: MEDIUM/LOW
ON-SITE FESTIVAL ENTITLEMENTS: HIGH
COURTESY VIP TICKETS: 10
MEDIA ENTITLEMENTS: MEDIUM
PUBLIC RELATIONS: HIGH
SOCCER FUTBOLITO SPONSOR: 1 Team

GOLD \$3,000 - \$5,000

RIGHTS & MARKS: HIGH
ON-SITE FESTIVAL ENTITLEMENTS: HIGH
COURTESY VIP TICKETS: 20
MEDIA ENTITLEMENTS: HIGH
PUBLIC RELATIONS: HIGH
SOCCER FUTBOLITO SPONSOR: LOW

FROM \$250 FOOD/RETAIL VENDORS

RIGHTS & MARKS
MEDIA ENTITLEMENTS

\$50 NON PROFIT

RIGHTS & MARKS
MEDIA ENTITLEMENTS
PUBLIC RELATIONS

Contacts: Robincentralsquare@gmail.com - Javier@elplaneta.com
617.549.1373 617.281.5435

Presented by:

TELEVISION:

- Cambridge Access TV
- WCEATV



FLYERS/BANNERS

- Over 500 Posters to be displayed in all Cambridge and the surrounding areas

PRINT

- El Planeta
- Wicked Local
- Metro



- More than 10,000 Flyers to be distributed in all restaurants, bakeries, night clubs, festivals, concerts & events in the Cambridge area.



- Over 50,00 impressions via email blast

INTERNET

- Strong Facebook activity
- Twitter
- Youtube
- elplaneta.com
- email blasts





CONNECTING YOU WITH THE COMMUNITY THROUGH A SOCCER INITIATIVE at Viva Latino Cambridge 2015:

- Logo display in front of jerseys of 12 teams
 - Venue presence during tournament
- 3 weeks of pre and post- media coverage with results
- Photo editorial coverage in El Planeta Newspaper and www.elplaneta.com



Presented by:

SPONSOR

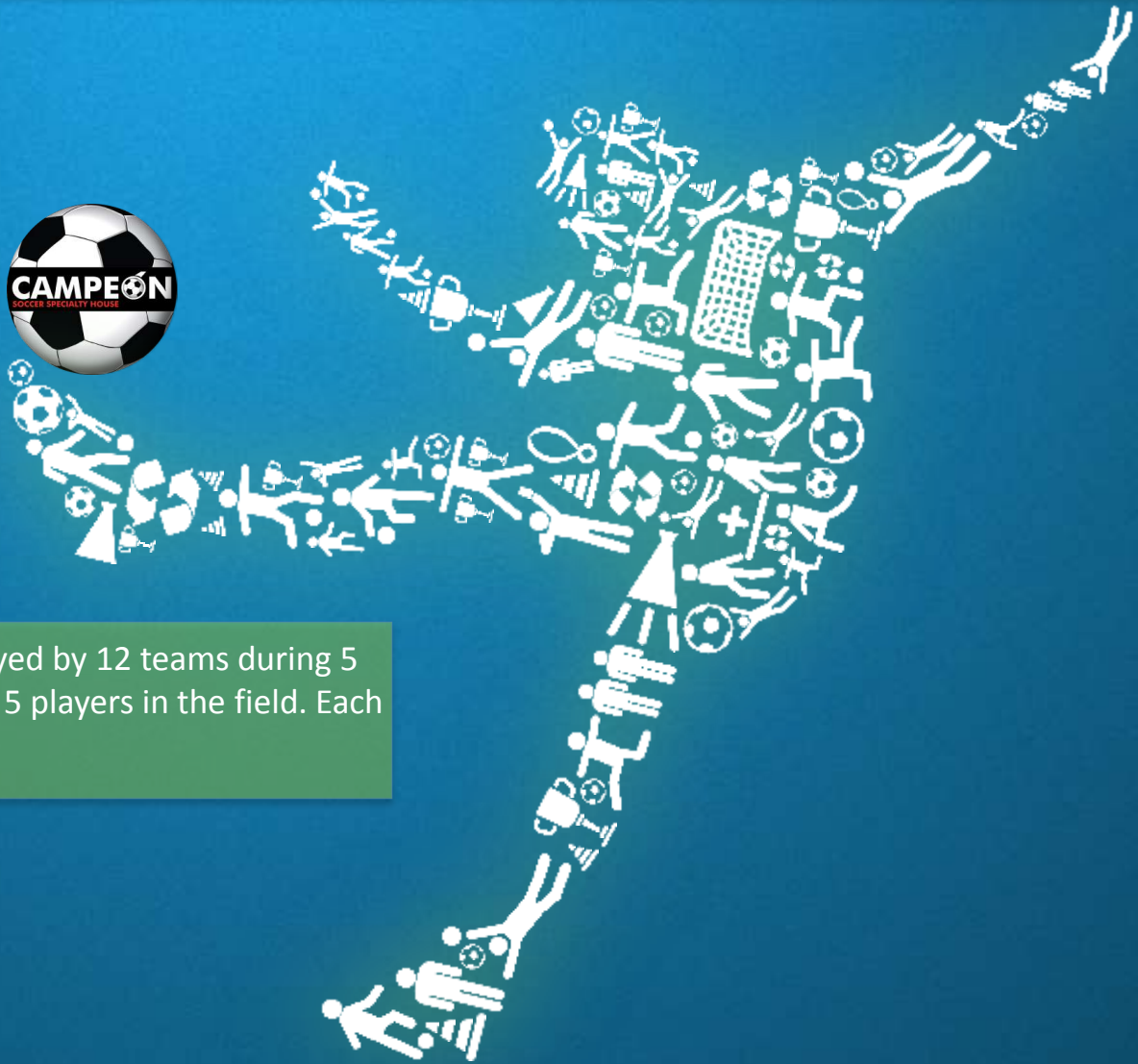
THE CAMBRIDGE
SOCCER CUP
FUTBOLITO 2015!



Campeón provides Team registration, Jersey delivery, sponsorship, logistics



The tournament is played by 12 teams during 5 hours. Each team with 5 players in the field. Each game last 25 minutes





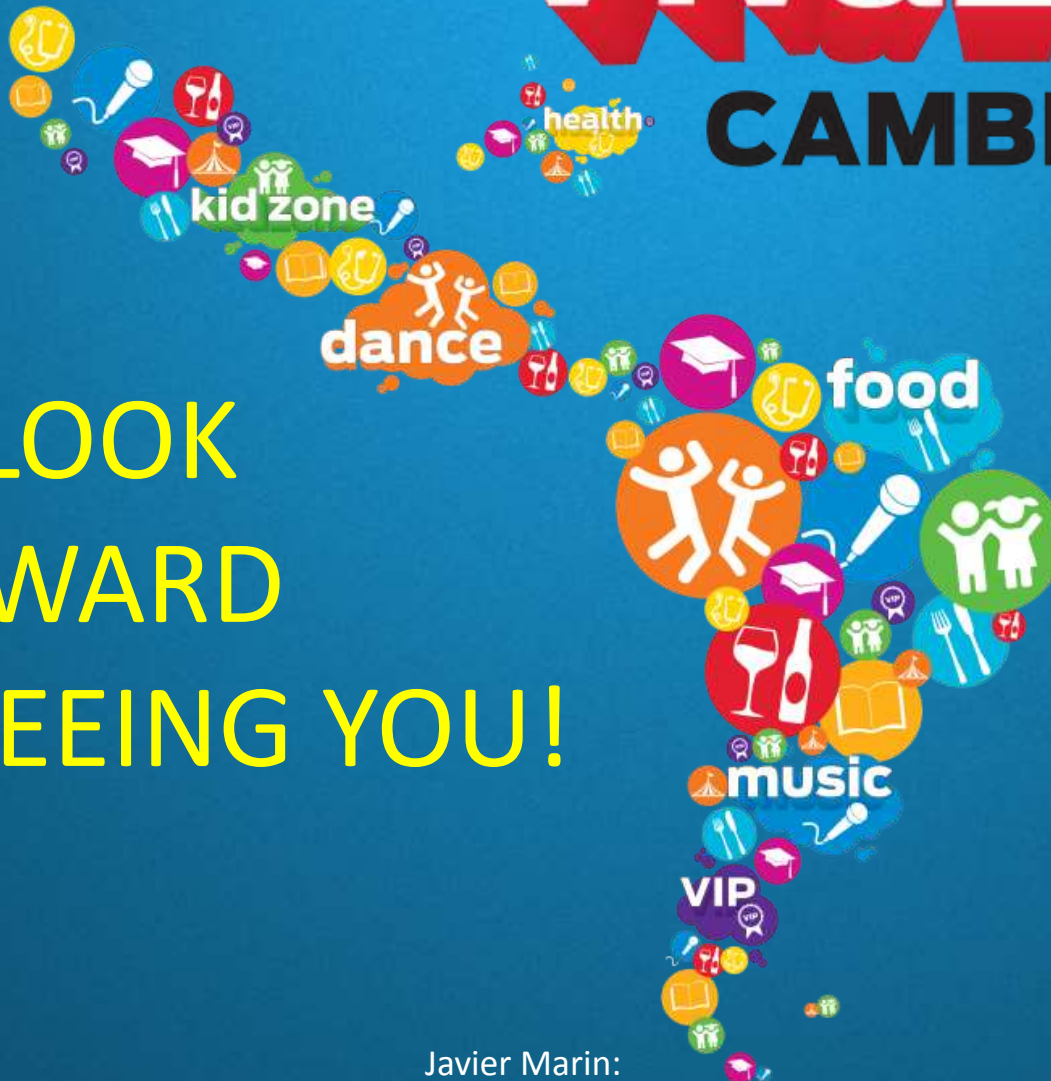
- 12 Teams: Local players representing different communities
- Venue: Central Square, Cambridge, MA
- Players: Aprox 120 players
- Attendance: Aprox 5,000
- Duration: During the Viva Latino Cambridge as part of the Hispanic Heritage month.
- Date: Sat 09/26 from Noon to 7pm

- YOUR BENEFITS IN THIS TOURNAMENT:**
- Logo display in front of jerseys of all teams
 - Venue presence during tournament
 - 3 weeks of pre and post- media coverage with results
 - Photo editorial coverage in El Planeta Newspaper and www.elplaneta.com

Presented by:

VivaLatino

CAMBRIDGE



WE LOOK
FORWARD
TO SEEING YOU!



Robin Lapidus:
Email: Robincentralsquare@gmail.com
Cell: 617.549.1373

Javier Marin:
Email: Javier@elplaneta.com
Cell: 617.281.5435



A special Latin or Latin inspired culinary creation!

Sept 26th – Oct 2nd

#CAMBRIDGEHRW

