



THE
CENTRAL AMERICAN
INDEPENDENCE FESTIVAL AND PARADE

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**“FREEDOM OF EXPRESSION
AND IMMIGRATION ARE
OUR RIGHT”**

PROMOTIONAL PACKAGE 2024
September 14 y 15, 2024



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History

The Central American Confederation (aka COFECA) is a non-profit organization, which was born more than three decades ago. It began when thousands of Central Americans pacifists, along with American allies, organized peaceful protests against military intervention in Central America. The organizers of those peaceful protests chose the month of September, Central American independence month, as the best historical reference to seek the support of the American people. Since the majority of the population was in favor of peace, the peaceful protests grew every year.

With the signing of the Esquipulas Peace Agreement, aka the Central American Peace Accords in Guatemala, in 1987, the protests became cultural expressions of the various Central American communities in Los Angeles. It is then that COFECA established itself as a cultural organization which through the years, has become very important and integral to the Central American communities in Los Angeles.

The festival and parade, yearly organized by COFECA, are the largest Central American events in the United States. Not only do these events unite the Central American communities in Los Angeles, but also integrate artistic groups from other Latin American countries such as Bolivia, Venezuela, Mexico, and Brazil, among others.

COFECA's festival and parade involve more than 250 community groups and businesses that offer their services to the Central American communities. Each year an average of 200,000 spectators gather along the parade route to enjoy themselves and demonstrate their pride in being American.





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About Us

Misión:

Our mission is to educate, promote, and preserve the culture, folklore, and identity of our Latin-American communities.

Visión:

Our vision is to be a leading cultural source that inspires our Latin-American communities and their younger generations to connect with their roots.

Values:

Cultural identity
Spirit of service
Leadership
Community Unity
Teamwork
Responsibility
Social justice
Communication
Perseverance



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Why is it important to participate?



Being away from their land of birth can be nostalgic for many Central-Americans during the month of September, when their native countries celebrate their independence. Those of us living abroad yearn for our ancestral roots, culture, traditions, and histories.

COFECA's festival and parade unite the Central American communities and many cultural organizations in Southern California, to remember their roots and identities. The colors of each country's flag dominate the festivities for 2 days, bringing a sense of unity and pride.

As a business, participating in our parade will give you the opportunity to promote your products and services to our communities. These events have become some of the most anticipated by the Latin-American community in Los Angeles so this a prime opportunity for you to grow your business and your brand.





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Demographic Data

Hispanics in California are the largest ethnic group in the state, accounting for 39.4% of the state's population at the 2020 Census, compared to 34.7% for non-Hispanic Whites, 15.1% for Asian Americans, 5.4% of African Americans and 0.4% of Native Americans.

(www.ppic.org)



Important Data about the Latin Community::

Household Home owners: 46%

Education University graduate: 33.5%

Income Average Salary: \$50,000 – \$ 90,000

Latinos now make up 48% of Los Angeles County's population, and more than a quarter of Latino households earn between \$100,000 and \$200,000 a year. Latinos have also come to dominate consumer spending in several categories. In 2018, Latinos spent \$10.9 billion on food, more than Black, Asian, and other non-white households combined (by \$10.5 billion). Latinos also spent more on clothing for children under the age of 15 than any other racial or ethnic group in 2018. Growth in Latino entertainment spending (123%) far exceeded the average for all county households (73%). (www.kpcc.org) The purchasing power of the Latin-American community is increasing. The community continues growing; it is better situated and economically stronger, which allows them to seek quality services and purchase more expensive products.



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The booths for the COFECA event are very well equipped:

10 x 10 Feet

Lateral Walls

Lighting

Double Electrical Outlets

One table and two chairs



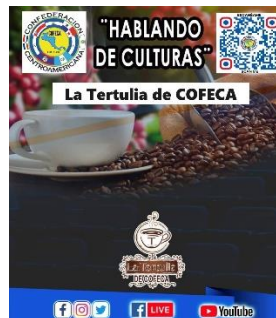
The event will take place on September 14 and 15 of 2024. More than 50,000 people will participate in this grand event.





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MEDIA PARTNER





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Bronze Sponsorship: \$15,000



Sponsorship Options:

- Designated Area of 10 'x 10'.
- 1/4 of a page in COFECA's webpage.
- The Bronze Sponsor will be announced in every COFECA event. .
- Logo will be placed in every physical and virtual publicity.
- Logo will appear in COFECA's webpage.
- The right to have a float and a car in the parade.





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Silver Sponsorship: \$25,000



Sponsorship Options:

- Designated Area of 10 'x 10'.
- 1/4 of a page in COFECA's webpage.
- The Bronze Sponsor will be announced in every COFECA event.
- Logo in every physical and virtual publicity.
- Logo will appear in COFECA's webpage.
- Sign provided by the sponsor will be placed in a strategic area of the event (subject to measures)
- Sponsor will be mentioned throughout the show.
- Logo will be placed on the official poster of the event
- Logo will be placed in all media communications made by COFECA
- The right to have a float and a car in the parade.





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Gold Sponsorship: \$35,000



Sponsorship Options

- Sponsor will be presented as the Golden Sponsor of the event.
- Announcements/Acknowledgments about the Company will be made daily.
- The company's representative will have 5 minutes on stage to promote the company.
- Includes a full page about the company in the official magazine of COFECA.
- A sign will be placed on stage during the opening of the event.
- Vertical sign on stage. (8x4).
- Logo will be placed on the volunteer's t-shirts.
- Logo will appear in COFECA's webpage.
- Logo will appear on every physical and virtual publicity.
- Logo will be placed/announced on every media pertaining to the event.
- The right to have a float and two cars for the parade.





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Platinum Sponsorship: \$50,000



Sponsorship Options

- The sponsor will be presented as the official sponsor of the event.
- The Company and COFECA will be presenting the different performances during the event.
- Includes a full page about the company in the official magazine of COFECA.
- Designated Area of 10 'x 10' strategically located.
- A sign will be placed on stage during the opening of the event.
- A sign will be placed on stage during the ceremony prior to starting the parade.
- Presentation to the media as the official sponsor at the press conference.
- Exclusive interview of your Company
- Strategic placement in the parade.
- Promotional video of your Company in COFECA's webpage.
- Words from the sponsor in the formal ceremony on stage after the parade.
- The company's logo will appear on the official promotional video of the festival and parade.
- The right to have a float and three cars for the parade.



