



fla

@THE **PARK**

HISPANIC CHAMBER OF METRO ORLANDO

PRESENTED BY:  **Advent Health**

SPONSOR GUIDE



**HISPANIC
CHAMBER**
METRO ORLANDO

WHERE CULTURE, COMMUNITY & BUSINESS COME TOGETHER

Hola at the Park is the Hispanic Chamber of Metro Orlando's signature outdoor celebration of Hispanic Heritage Month, bringing together families, businesses, entrepreneurs, community leaders, and organizations from across Central Florida.

On October 3, Cranes Roost Park will come alive with Hispanic culture, live entertainment, food, family activities, business connections, and interactive experiences designed to celebrate the people and cultures that make our region stronger.

More than a community celebration, Hola at the Park creates a unique platform for organizations to authentically connect with Central Florida's Hispanic community while demonstrating their commitment to the businesses, families, and communities shaping our region.

EVENT AT A GLANCE

1000 +

Expected Attendees

4 HOURS

of Community Engagement

BUSINESS + CULTURE

+ Family + Entertainment

LEGACY IN HERITAGE

Hispanic Month Celebration





CONNECT WITH CENTRAL FLORIDA'S GROWING HISPANIC COMMUNITY

Hola at the Park welcomes a diverse audience representing the people, businesses, and organizations that make Central Florida one of the country's most dynamic regions. This event gives brands the opportunity to connect with Hispanic consumers and business leaders in an environment where culture, community, and commerce come together.

WHO YOU'LL REACH

- Hispanic families and consumers
- Business owners and entrepreneurs
- Corporate professionals and executives
- Community and civic leaders
- Young professionals
- Small and medium-sized businesses
- Chamber members and partners
- Nonprofit and community organizations
- Local residents and visitors

WHY PARTNER WITH HOLA AT THE PARK?



Brand Visibility

Position your organization in front of a diverse Central Florida audience through event, digital, and on-site recognition.



Community Engagement

Demonstrate your organization's commitment to Central Florida's Hispanic community through authentic participation and engagement.



Direct Connection

Interact with attendees through branded experiences, activations, conversations, and memorable moments.



Business Relationships

Connect with entrepreneurs, business leaders, community partners, and decision-makers from across the region.



Celebrate Hispanic Heritage

Align your organization with an experience that celebrates Hispanic culture, entrepreneurship, leadership, and community impact.

SPONSORSHIP PACKAGES



PRESENTING SPONSOR - \$30,000 **SOLD OUT**

The premier partnership opportunity for an organization seeking maximum visibility, leadership presence, and engagement throughout Hola at the Park.

Exclusive Event Recognition

- Exclusive recognition as “Hola at the Park presented by [Company Name]” across event marketing and promotional materials.
- Premier logo placement throughout the event and across digital promotional materials.
- Recognition as the Presenting Sponsor before, during, and after the event.

Stage Presence

- Prominent branding and recognition on the Main Stage.
- Opportunity to deliver up to 3 minutes of welcome remarks from the Main Stage.
- Opportunity for a company representative to participate in the official opening of Hola at the Park.
- Recognition from the Main Stage throughout the event.

Premium Brand Activation

- Premium exhibitor/activation space in a high-traffic event location.
- Opportunity to create an interactive branded experience for attendees.
- Opportunity to distribute approved promotional materials and branded giveaways.

Extended Brand Visibility

- Premier recognition on the event website/registration platform, email campaigns, social media promotions, event signage, and post-event communications.
- One dedicated sponsor spotlight social media post before or after the event to maximize brand exposure and engagement.
- Opportunity to promote one company video or special message through the Hispanic Chamber’s digital channels.



SPONSORSHIP PACKAGES



ENTREPRENEUR MARKETPLACE PARTNER- \$10,000

Position your organization at the center of entrepreneurship, small business, and economic opportunity by owning the Hola at the Park Entrepreneur Marketplace.

Exclusive Event Recognition

- Exclusive naming recognition as the Entrepreneur Marketplace Partner.
- Prominent sponsor branding throughout the Entrepreneur Marketplace.
- Brand association with one of the event's primary business and entrepreneurship experiences.

Premium Brand Activation

- Premium activation space within the Entrepreneur Marketplace.
- Opportunity to engage directly with entrepreneurs, small businesses, and attendees.
- Opportunity to distribute approved promotional materials and branded giveaways.

Brand Visibility

- Recognition on event marketing materials, website/registration platform, email campaigns, and select social media promotions.
- Prominent logo placement on Entrepreneur Marketplace signage.
- Recognition from the Main Stage during the event.
- One dedicated sponsor spotlight social media post before or after the event.
- Recognition in post-event sponsor communications.

FAMILY EXPERIENCE PARTNER — \$10,000

Own one of Hola at the Park's most engaging experiences and connect your organization directly with families throughout Central Florida.

Exclusive Event Recognition

- Exclusive naming recognition as the Family Experience Partner.
- Prominent sponsor branding throughout the designated Family Experience area.
- Opportunity to incorporate sponsor branding into select family activities and experiences.

Premium Brand Activation

- Premium activation space within the Family Experience.
- Opportunity to create an interactive, family-friendly activation.
- Opportunity to distribute approved promotional materials and branded giveaways.

Brand Visibility

- Recognition on event marketing materials, website/registration platform, email campaigns, and select social media promotions.
- Prominent logo placement on Family Experience signage.
- Recognition from the Main Stage during the event.
- One dedicated sponsor spotlight social media post before or after the event.
- Recognition in post-event sponsor communications.

SPONSORSHIP PACKAGES

CULTURAL EXPERIENCE PARTNER — \$5,000

- Exclusive recognition as the Cultural Experience Partner.
- Sponsor branding associated with designated cultural programming and experiences.
- Logo placement on Cultural Experience signage.
- Exhibitor/activation space.
- Opportunity to engage attendees and distribute approved promotional materials or giveaways.
- Recognition on the event website/registration platform and select event marketing materials.
- Inclusion in select email and social media promotions.
- Recognition from the Main Stage during the event.
- Recognition in post-event sponsor communications.

ENTERTAINMENT EXPERIENCE PARTNER — \$5,000

- Exclusive recognition as the Entertainment Experience Partner.
- Brand recognition associated with entertainment programming throughout the event.
- Sponsor logo incorporated into select entertainment-related signage.
- Exhibitor/activation space.
- Opportunity to engage attendees and distribute approved promotional materials or giveaways.
- Recognition on the event website/registration platform and select event marketing materials.
- Inclusion in select email and social media promotions.
- Recognition from the Main Stage during the event.
- Recognition in post-event sponsor communications.

Main Stage naming and primary stage branding remain exclusive to the Presenting Sponsor.



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SOCIAL MEDIA & INFLUENCER EXPERIENCE PARTNER — \$5,000

Extend the energy of Hola at the Park beyond event day by aligning your brand with the event's social media storytelling and influencer engagement. This exclusive partnership connects your organization with select local content creators and influencers who will help capture and share the culture, energy, businesses, and experiences that make Hola at the Park special.

Influencer Experience

- Exclusive recognition as the Social Media & Influencer Experience Partner.
- Brand integration into the official Hola at the Park influencer experience.
- Opportunity for select participating influencers and content creators to visit and engage with the sponsor's on-site activation.
- Sponsor recognition within select influencer-focused event content and experiences.
- Opportunity to provide approved branded items or giveaways for participating content creators.

Digital Visibility

- Brand recognition associated with select Hola at the Park social media coverage.
- Inclusion in select pre-event social media promotions.
- Sponsor recognition during designated event-day social media coverage.
- Recognition on the event website/registration platform and select digital marketing materials.
- Recognition in post-event communications.

On-Site Engagement

- Premium exhibitor/activation space.
- Opportunity to create a social-media-friendly activation designed to encourage attendee and creator engagement.
- Recognition from the Main Stage during the event.

Influencer participation, content, and social media coverage will be coordinated by the Hispanic Chamber of Metro Orlando. Specific creators, content deliverables, audience reach, and impressions are subject to availability and are not guaranteed unless otherwise agreed upon.



Advent Health

Advent Health

Un cafecito te espera
Cortesia de AdventHealth

¡Invítamos a disfrutar de un café
gratuito y a conocer a nuestro
equipo.

Es una excelente oportunidad para
hacer preguntas, compartir tus
opiniones y conocernos mejor en un
momento relajado.

Aquí está el mejor cuidado
para ti.

Responde al código QR
para obtener más información
sobre nuestros servicios y
cómo podemos ayudarte a
mejorar tu salud.

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EXHIBITOR BOOTHS — \$350 (\$500 NON-MEMBERS)

Hola at the Park offers businesses and organizations the opportunity to showcase their products, services, and resources while engaging directly with attendees throughout the celebration.

- One designated exhibitor space.
- Opportunity to showcase your organization, products, or services.
- Direct engagement with Hola at the Park attendees.
- Opportunity to distribute approved promotional materials.
- Organization listing as a participating exhibitor.
- 40 booth opportunities available.

Exhibitor participation does not include sponsorship recognition, experience naming rights, or sponsor-level marketing benefits.

LET'S CREATE AN EXPERIENCE TOGETHER

Hola at the Park provides organizations with more than an opportunity to place a logo. It provides an opportunity to show up, engage, celebrate, and build meaningful connections with the businesses, families, and communities shaping Central Florida.





HISPANIC CHAMBER

METRO ORLANDO

READY TO SPONSOR?

CLICK TO CONTACT ALEJANDRA ESCOBAR AT AESCOBAR@HISPANICCHAMBER.COM

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