



Somos UNO! We are ONE!

CORPORATE SPONSORSHIP

Proposal





¡Viva Oviedo!

FESTIVAL

OCT 19TH

2 TO 8 PM

FREE KIDS ZONE
LATIN FOOD TRUCKS
FOLKLORIC DANCES
LATIN GOSPEL

TITO PUENTE JR



DANIEL DÍAZ & ALEXANDER LÓPEZ

ADLAN CRUZ

DJ Benny Velez

EDWIN "EL CALVITO" REYES

VIVAOVIEDOFESTIVAL.ORG

357 CENTER LAKE LN, OVIEDO FL

THE VIP
EXPERIENCE

FRONT-ROW SEATING · MEET & GREET WITH HEADLINERS · EXCLUSIVE GIFT BAG





INTRODUCTION

On **Sunday, October 19, 2025**, the **Oviedo Cultural Center & Amphitheater** will host the history-making, inaugural Seminole County ¡Viva Oviedo! Festival—an exciting new tradition that honors the vibrant cultural heritage, traditions, and contributions of Americans of Hispanic ancestry. Named after its sister city in northern Spain, Oviedo, Florida carries a rich legacy rooted in Spanish history—making it a meaningful and symbolic setting for this celebration of Hispanic culture. This landmark event is being organized by a dedicated Steering Committee composed of Hispanic leaders from Seminole County’s business, academic, civic, nonprofit, and faith-based sectors. United in a nonpartisan and welcoming spirit, these leaders are working together to celebrate the lasting impact of Hispanic Americans on the City of Oviedo, Seminole County, the State of Florida, and our nation. Through music, food, art, and community engagement, ¡Viva Oviedo! fosters unity, promotes cultural pride, and strengthens the diverse fabric of our region for generations to come. We invite you to join us as a corporate sponsor and play a vital role in supporting this groundbreaking celebration.

**Celebrating Culture.
Honoring Heritage.
Uniting Community.**

VISION & MISSION

VISION

To become Seminole County's premier cultural celebration, where the heritage and contributions of Hispanic Americans are honored, unity is strengthened, and generations come together through vibrant traditions that uplift and connect our diverse community.

MISSION

Celebrate the rich cultural heritage, traditions, and contributions of Americans of Hispanic ancestry.

Showcase Hispanic culture through music, food, art, and community engagement.

Foster unity and promote cultural pride across Seminole County.

Strengthen the diverse social fabric of our community for generations to come.



BENEFITS FOR SPONSORS

By sponsoring the ¡Viva Oviedo! Festival, your organization will gain valuable exposure to a diverse and engaged audience, demonstrate strong community leadership, and build lasting goodwill across Seminole County and beyond. Sponsors will enjoy targeted marketing opportunities, prominent brand visibility across digital and on-site platforms, and meaningful association with a dynamic, family-friendly event that celebrates heritage, unity, and cultural pride.





SPONSORSHIP PACKAGES OFFERED

LA ESTRELLA

1. "THE STAR" SPONSOR

Contribution: \$5,000

Benefits:

- Exclusive title sponsorship
- Prominent logo placement on all promotional materials
- Opportunity for a company executive to deliver a speech during the event.
- 2 daily mentions of your company in KQ 95.7FM
- 10 VIP tickets with reserved seating.



LA FAMILIA

2. "THE FAMILY" SPONSOR

Contribution: \$2,500

Benefits:

- Logo placement on promotional materials
- Acknowledgment during opening and closing ceremonies.
- 2 daily mentions of your company in KQ 95.7FM
- 6 VIP tickets with reserved seating.



EL ORGULLO

3. "PRIDE" SPONSOR

Contribution: \$1,000

Benefits:

- Logo displayed on event materials
- 4 VIP tickets to the event.
- Quarter-page advertisement in the event program booklet.

EL BUEN VECINO

4. "THE GOOD NEIGHBOR" SPONSOR

Contribution: \$500

Benefits:

- Logo included on the event website and sponsor appreciation wall.
- 2 VIP tickets to the event.

5. El Amigo "The Friend" SPONSOR Contribution: \$250

- Logo included on the event website and sponsor appreciation wall.

MEET OUR TEAM



ABRAHAM LÓPEZ

PRESIDENT
FLORIDA DEBATE INITIATIVE



MICHELLE ARCHIVAL

DIRECTOR
COVENANT JOURNEY ACADEMY



VINCE LORAN

AF VETERAN, COMMUNITY
ACTIVIST & FMR BUSINESS OWNER



LISBETH PALACIOS

AUTHOR, EDUCATOR &
CORD. OF TERTULIA 4 GATOS



TAVO MENDEZ

GENERAL MANAGER
ROCK & BREWS OVIEDO



SARAH BENOIT

OWNER
BM CUSTOM DESIGN



EDWIN REYES

VETERAN, RADIO HOST &
RECORDING ARTIST



KARLA RADKA

PRESIDENT & CEO
SENIOR RESOURCE ALLIANCE



THANK YOU

Thank you for considering a partnership with the Seminole County ¡Viva Oviedo! Festival. Your support helps us celebrate the rich heritage, traditions, and contributions of Americans of Hispanic ancestry while building a stronger, more connected community.

To confirm your sponsorship level, or if you'd like us to custom tailor a sponsorship package that aligns with your organization's goals, please don't hesitate to contact us. We look forward to working with you to make this inaugural celebration a remarkable success.

¡Gracias y esperamos contar con su apoyo!



201-892-6371



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VivaOviedoFestival.org

