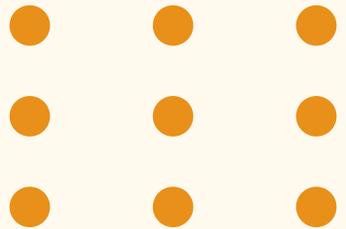


SPONSORSHIP PROPOSAL



Presented By:

Viva Oviedo Festival, Inc.



www.vivaoviedofestival.org



Salud Es Vida...Health Is Life

**FREE
ADMISSION**

¡Viva Oviedo!

FESTIVAL

Kids Zone

Latin Food Trucks

Folkloric Dances

Artisans

Street Performers

Over 100 Vendors

**MULTI-GRAMMY
AWARD-WINNING
MUSIC GUEST
TO BE ANNOUNCED**

**DANIEL DÍAZ Y
ALEXANDER LÓPEZ
FEATURING JAFET MURGUIA**

**EDWIN "EL CALVITO" REYES
Y SU ORQUESTA**

**SATURDAY,
OCT. 17 | 12-9PM**

THE VIP EXPERIENCE

FRONT ROW SEATING • ARTIST MEET & GREET • VIP SWAG + LIGHT BITES & SIPS

357 CENTER LAKE LN | OVIEDO, FL

Email: info@vivaoviedofestival.org | Phone: 201-892-6371 | vivaoviedofestival.org



**NOW ACCEPTING
SPONSORS & VENDORS**
CONTACT US FOR DETAILS

ABOUT THE EVENT



What is the event about?

The **¡Viva Oviedo! Festival** is a landmark cultural celebration honoring the vibrant heritage, traditions, and contributions of Americans of Hispanic ancestry. Held at the Oviedo Cultural Center & Amphitheater, the festival brings together families, community leaders, businesses, and cultural performers for a dynamic day of music, food, art, and civic engagement.

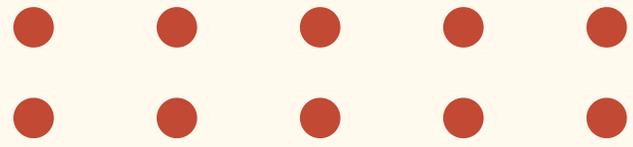
Rooted in Oviedo's historic ties to its sister city in Spain and organized by a diverse, nonpartisan Steering Committee of Hispanic leaders, the event celebrates culture while fostering unity, pride, and cross-cultural connection throughout Seminole County. **The 2026 festival will take place on October 17, 2026**, continuing the tradition of creating an inclusive space where community and heritage come together. Building on 2025's record-breaking attendance (nearly 5,000 in the amphitheater alone, plus thousands more at food trucks and vendors), **we anticipate 5,000–10,000+ attendees in 2026.**

Objectives and Purpose

The purpose of the **¡Viva Oviedo! Festival** is to become **Seminole County's premier cultural celebration** by honoring Hispanic heritage, strengthening unity, and uplifting future generations. Our mission is to celebrate the rich cultural heritage and contributions of Hispanic Americans, showcase Hispanic culture through music, food, art, and community engagement, foster unity and cultural pride, and strengthen the diverse social fabric of the region for generations to come.

This year's theme, "Salud Es Vida...Health Is Life," underscores the importance of physical, mental, and community well-being within Hispanic culture and beyond. Through health-focused partnerships, educational resources, family-friendly programming, and community engagement, the festival aims not only to celebrate heritage but also to promote healthier, stronger, and more connected communities across Seminole County.





ABOUT THE ORGANIZER



Track Record

1

Largest Festival in Oviedo History!

According to [police](#) and drone footage estimates, nearly 5,000 attendees filled the amphitheater alone—excluding the thousands more who patronized the 18 food trucks and over 100 vendors throughout the park.

2

94% of Sponsors & Vendors Satisfied :)

Our post-festival survey revealed that 94% of sponsors and vendors felt their investment in the festival was worthwhile from both a marketing and sales perspective. Partnering with us truly pays off!

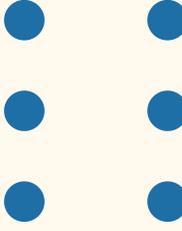
3

Family Friendly Guarantee

When we envisioned the ¡Viva Oviedo! Festival, we set out to create a fun, memorable, culture-filled, family-friendly celebration that would bring our community together — and [we delivered!](#)

Core team & credibility

The ¡Viva Oviedo! Festival is led by a dedicated [all-volunteer](#) Steering Committee of [respected Hispanic leaders](#) from Seminole County's business, academic, civic, nonprofit, and faith-based communities. Operating in a [nonpartisan](#) spirit, the team brings strong local credibility and [professional expertise](#) to deliver a [high-quality](#), community-centered event. Following its success as the [largest festival in Oviedo history](#), the City of Oviedo has expressed strong interest in an official partnership for 2026, further elevating visibility, credibility, and community impact.

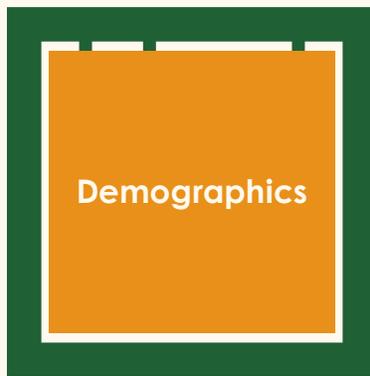




TARGET AUDIENCE



The **iViva Oviedo! Festival** attracts a truly multigenerational audience. From young families with children enjoying interactive activities and performances, to high school and college students, working professionals, and seniors, the event creates an inclusive environment that appeals across age groups. Its family-friendly programming, live entertainment, food experiences, and cultural showcases ensure meaningful engagement for attendees of all ages.



The festival reflects the rich diversity of Central Florida, drawing Hispanic and non-Hispanic attendees alike from Oviedo, Seminole County, and neighboring regions. With visitors traveling from as far as Clearwater and St. Petersburg, **iViva Oviedo!** has established itself as a regional destination event. The audience includes families, small business owners, community leaders, faith communities, educators, and young professionals—creating strong cross-cultural and cross-sector representation.

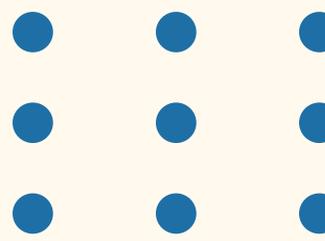


iViva Oviedo! Festival is more than a cultural celebration—it is a community-building experience that highlights Hispanic heritage, health & wellness, entrepreneurship, food, music, and civic pride. With 100+ vendors, 18 food trucks, and thousands in attendance, the event provides high visibility and meaningful engagement for partners and sponsors. Its strong post-event satisfaction rates among vendors and sponsors demonstrate that the festival delivers both cultural impact and measurable marketing value.





SPONSORSHIP OBJECTIVES



Why We Seek Sponsorship

We seek sponsorship to ensure the ¡Viva Oviedo! Festival remains free and accessible to the entire community, allowing families of all backgrounds to gather and celebrate without financial barriers. This year, we are expanding our impact by hosting a community health fair alongside the festival, featuring blood donations, diabetes screenings, mobile mammograms, mental health resources, and more. Producing the top-quality event our community has come to expect requires an investment of tens of thousands of dollars in staging, safety, entertainment, and logistics. Sponsorship support makes it possible to sustain this signature celebration while expanding vital services that benefit thousands.

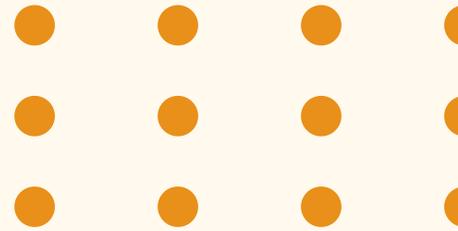
Value Exchange

Our sponsorship model is built on **meaningful value exchange**. While sponsors help underwrite a free, high-quality community event, they receive **strong brand visibility, direct engagement with thousands of attendees, positive community alignment, and measurable marketing impact**. Partnering with ¡Viva Oviedo! means investing in the community while gaining authentic exposure and connection.

Mutual Benefits

-  Brand Visibility & Recognition
-  Direct Community Engagement
-  Corporate Social Responsibility Impact
-  Economic & Cultural Investment





SPONSORSHIP BENEFITS



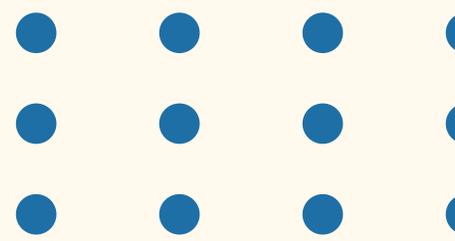
- 1 Brand Exposure - digital, print & on 30K email list
- 2 Booth / Stand Space
- 3 Social media shoutouts & content integration
- 4 Access to participate/sponsor two additional Viva Oviedo events: the formal Hispanic Heritage Month gala and Cinco de Mayo celebration



SPONSORSHIP BENEFITS

Sponsoring the **iViva Oviedo! Festival** places your organization at the heart of one of Central Florida’s most dynamic community celebrations. With thousands in attendance, your brand gains high-visibility exposure and meaningful engagement with families, business owners, and community leaders. As a partner, you align with a free, family-friendly cultural event—now expanded with a community health fair—demonstrating authentic community investment while generating measurable marketing value.





SPONSORSHIP PACKAGES



1 La Estrella (The Star) | 1 Available Presenting Sponsor | \$15,000

- Exclusive presenting title: "Viva Oviedo Festival presented by [Your Brand]"
- Invitations to participate / sponsor the Hispanic Heritage Month gala and Cinco de Mayo celebration (logo placement, VIP access, potential speaking/activation).
- On-stage activation: Executive welcome speech + branded backdrop/banner.
- Health-themed activation: Exclusive/prime booth at health fair (e.g., branded screenings, demos, giveaways tied to "Salud Es Vida").
- Prominent logo on all materials (posters, program, website, 30k email blasts, signage).
- Media: 2 daily mentions on KQ 95.7 FM (or partners)
- Social: Dedicated posts, content integration (e.g., sponsored reels/stories).
- VIP hospitality: 20 tickets (front-row, artist meet & greet, swag, light bites/sips).
- Exclusive banner at festival entrance/stage.
- Post-event ROI report (attendance + impressions).

2 La Familia (The Family) | 1 Available Gold Sponsor | \$10,000

- Secondary branding: "Proudly Supported by [Your Brand]" on key materials.
- Invitations to participate in gala and Cinco de Mayo (logo, table/booth option).
- On-stage shoutout during headliner set.
- Health activation: Dedicated/shared booth at health fair (e.g., wellness demos).
- Logo on promo materials, website, emails, prominent signage.
- Media: 1 daily mention on KQ 95.7 FM.
- Social: Tagged posts + highlights.
- VIP: 12 tickets (preferred seating, meet & greet, swag).
- Banner placement in high-traffic area.
- Post-event metrics summary.

3 EL Legado (The Legacy) | \$3,000

- Logo on event materials (program quarter-page ad, website, sponsor wall).
- On-site booth (10x10) for engagement/health tie-in promo.
- Social media shoutout in pre-event campaign.
- VIP: 6 tickets (preferred seating, some swag).
- Recognition in thank-you blasts to 30k email list.

4 El Buen Vecino (The Good Neighbor) \$1,500

- Logo on website, sponsor wall, program (business card ad).
- On-site table/space for materials.
- Social tag in group sponsor post.
- VIP: 4 tickets.

5 El Amigo (The Friend) | \$1,000

- Logo on website and sponsor appreciation wall.
- Recognition in event program.
- VIP: 2 tickets.

6 Mi Bandera (My Flag) | \$100

- Sponsor a Hispanic flag: Your name/logo on dedicated flag pole/sign at entrance.

Sponsorship is open to all businesses and organizations. All packages are customizable, contact us to discuss options like enhanced health fair activations (if relevant to you), additional branding, or other personalized benefits.





MEDIA EXPOSURE & PROMOTION PLAN



Promotion Phases

Announcement Phase

Awareness & Engagement Phase

Countdown & Conversion Phase

Event Day & Post-Event Amplification Phase

Promotion Phases & Brand Integration in Campaign

The ¡Viva Oviedo! Festival implements a **multi-platform media strategy** to maximize visibility for both the event and its sponsors. Last year, we partnered with Bravo Supermarkets to promote the festival across Central Florida through in-store print and digital campaigns, alongside on-air support from El Zol 95.3 FM, KQ 95.7 FM, and Más 100.7 FM. This year's momentum began with an official announcement on Univision Orlando, and the festival will once again be **promoted online, on-air, and on television** to ensure broad regional reach and **strong sponsor exposure**.





CONTACT & CLOSING



We would be honored to partner with you in making this year's **iViva Oviedo! Festival** —“**Salud Es Vida... Health Is Life**”—our most impactful yet. Your sponsorship will not only elevate your brand before thousands of attendees, but also directly support a free, family-friendly celebration and expanded community health initiatives that promote wellness for all. Together, we can create an unforgettable experience that celebrates culture while reinforcing that health is life. We look forward to welcoming you as a valued partner and building something extraordinary—side by side.



Phone

+201-892-6371



Email

info@vivaoviefestival.org



Website

www.vivaoviedofestival.org

