



EAST LA MEXICAN INDEPENDENCE DAY PARADE & FESTIVAL 2026

- 80th Anniversary
- Sunday, Sep. 13th, 2026
- East LA
- Produced by Terra Marketing Events



EVENT OVERVIEW

Why This Event Matters

80-year cultural legacy in East Los Angeles

Live parade + festival format (6+ hours of engagement)

ABC7, Univision, radio, and digital media exposure

Family-focused, multi-generational audience

High trust, high visibility community platform

SPONSORSHIP STRATEGY OVERVIEW

Sponsorship Levels Are Designed To:

Maximize brand visibility at different investment levels

Offer both **media-driven** and **on-site experiential** value

Provide exclusivity where it matters most

Align brands with culture, family, and community impact

SPONSORSHIP LEVELS AT A GLANCE

Level	Investment	Exclusivity	Media	Parade	Booth
Presenting	\$65,000	Yes (1)	Highest	Lead	20x60
Title	\$35,000	Limited (1)	High	Early	20x40
Gold	\$25,000	Limited (2)	Strong	Early	10x30
Silver	\$15,000	Multiple	Moderate	Standard	10x20
Zone Sponsors	\$7,500– \$10,000	Exclusive	Digital + On-site	N/A	Activation-based

PRESENTING SPONSOR (EXCLUSIVE)

- **Investment: \$65,000**
- **Positioning:**
Top-tier, legacy-level partnership with maximum exposure.
- **Key Benefits:**
 - Lead parade placement
 - Custom branded float + convertible
 - ABC7 two-week TV & digital campaign
 - Spokesperson interviews during live broadcast
 - Univision TV spots + radio
 - 20x60 premium festival booth
 - Stage, route, VIP, and entry branding
 - Press conference, ribbon cutting, awards presentation
- **Best For:**
National brands, financial institutions, telecom, automotive, healthcare leaders.



TITLE SPONSOR



- **Investment: \$35,000 | 2 Categories Available**
- **Positioning:**
High-impact visibility with strong media and parade presence.
- **Key Benefits:**
 - Early parade entry
 - Branded float or convertibles
 - ABC7 one-week TV & digital campaign
 - Univision shared TV + radio
 - 20x40 booth
 - Stage & route branding
 - Magazine full-page feature
 - On-air spokesperson moments
- **Best For:**
Regional brands seeking strong media + community alignment.

GOLD SPONSOR

- **Investment: \$25,000 | 2 Categories Available**
- **Positioning:**
Strong brand presence with balanced media and on-site engagement.
- **Key Benefits:**
 - Early parade entry
 - Two convertibles (included)
 - ABC7 live broadcast mention
 - Univision TV + radio
 - 10x30 booth
 - Festival & route banners
 - Digital magazine full page
- **Best For:**
Brands prioritizing visibility, lead generation, and experiential marketing.



SILVER SPONSOR



- **Investment:** \$15,000 | 5 Categories Available
- **Positioning:**
Cost-effective exposure with credible media and festival presence.
- **Key Benefits:**
 - Parade participation
 - Convertible included
 - Shared banners
 - Univision TV + radio
 - 10x20 booth
 - Social media promotion
 - Digital magazine half-page
- **Best For:**
Local and regional brands entering large-scale community marketing.

FESTIVAL ZONE SPONSORSHIPS (EXCLUSIVE)

- **Investment:** \$7,500 – \$10,000

- **Best For:**
Brands seeking targeted engagement rather than parade participation.

Zone	Investment	Value
Stage Presenter	\$10,000	Live mentions + mic time
Lucha Libre	\$10,000	High-energy branding + photos
Children's Zone	\$7,500	Family-focused engagement
Community Outreach	\$7,500	Health, education, nonprofit alignment
VIP Area	\$7,500	Premium hospitality exposure

WHICH LEVEL IS RIGHT FOR YOU?



- **Choose Based On Your Goals:**
- **Mass Awareness:** Presenting / Title
- **Media + Engagement:** Gold
- **Efficient Exposure:** Silver
- **Targeted Activation:** Festival Zones
- All packages are customizable.

NEXT STEPS

1

2

3

4

5

Select sponsorship level

Confirm category exclusivity

Secure participation with agreement

Begin branding + media planning

Contact:
JudyRoldan
judy@terramarketing-agency.com
562-682-0030

