



HISPANIC

HERITAGE MONTH

Hispanic Heritage Month recognizes the achievements of Hispanic-Americans who have enriched our nation for generations by making contributions in science, education, the arts, and public service.

SEPT 15 - OCT 15

HispanicHeritageMonth.com

SPONSORSHIP OPPORTUNITIES

2024

We invite you to join us as we highlight Hispanic cultures & celebrate the contributions of Hispanic leaders in South Carolina!

Hispanic Heritage Month presents an excellent chance for you to increase your brand's visibility to a local, regional, & nationwide audience.

Additionally, partnering with the Hispanic Alliance positions your company as a trusted partner and supporter of ours, increasing your reach to an audience experiencing exponential growth in South Carolina, the Hispanic community.



PRESENTING



GOLD



SILVER



BRONZE

All proceeds benefit:



CALENDAR OF EVENTS

2024



OPENING NIGHT CELEBRATION

The Official Opening Night Celebration of Hispanic Heritage Month in the Upstate. Join us for live music in the heart of Greenville at Camperdown Plaza to celebrate the myriad of Hispanic cultures contributing to a thriving South Carolina.

Friday, Sept 20
Camperdown Plaza



ART FOR A CAUSE

Experience the roots of Hispanic culture & the immigration experience through the lens of a hand-curated art exhibit. Through a collaboration with Good Art Co., this two-week popup art show will feature a VIP Night on Friday, Sept 27 with a cocktail reception, artist experience, food trucks, & cultural celebration.

Friday, Sept 27
Good Art Co.



ACTIVE LIVING SERIES

Through programming led by the Hispanic Alliance Health Team, we invite the community to get out in move! From a Wellness Walk at the Conestee Nature Preserve to Sip & Stretch Yoga experiences, we have planned events throughout the month, inviting the community to live an active & healthy lifestyle.

Multiple Dates
Various Locations



DO YOU KNOW OF MORE EVENTS?

Share them with us on HispanicHeritageMonth.com! Our website is a centralized resource for community events, amplifying our celebration to a local, regional, and nationwide audience!



SEPT 15 - OCT 15



\$15,000+

PRESENTING



- Official Partner of Opening Night Celebration, with opportunity for opening remarks at event, logo prominently featured on all Opening Night marketing materials, 2.3 million combined advertising impressions in 2023
- Logo featured on Hispanic Heritage Month billboards for 3 locations based in Greenville and one location in Charleston, for a total of 2 million gross impressions throughout campaign
- Logo included in Paid Digital Advertising on GreenvilleJournal.com, with 100,000 impressions guaranteed
- Official Partner of Hispanic Heritage Month Marketing & Educational Toolkit - your logo is included in premium locations of a toolkit disseminated to local & regional partners
- Recognized partner at collaborative events with partners, i.e., 2024 Art for a Cause exhibit in Downtown Greenville (see calendar of events on page 3)
- Recognition in all in-house marketing efforts in English & Spanish including press releases, email marketing, & social media, with a potential reach of 15,000 individuals
- Premium Feature in Hispanic Heritage Month Newsletter, sent to 5,000 individuals
- Linked logo on HispanicHeritageMonth.com, which received 317,000 Google search impressions for 2023 Hispanic Heritage Month
- Recognition includes logo (or name) on HispanicAllianceSC.com, 2024 Annual Report, & one (1) social media post during Hispanic Heritage Month

SEPT 15 - OCT 15





\$7,500

GOLD SPONSOR



- Logo Recognition Signage at Opening Night event, 1,000 attendees at 2023 Opening Night
- Logo included in Paid Digital Advertising on GreenvilleJournal.com, with 100,000 impressions guaranteed
- Preferred Partner of Hispanic Heritage Month Marketing & Educational Toolkit - your logo is included in prime locations of a toolkit disseminated to local & regional partners
- Recognized partner at collaborative events with partners, i.e., 2024 Art for a Cause exhibit in Downtown Greenville (see calendar of events on page 3)
- Recognition in all in-house marketing efforts in English & Spanish including press releases, email marketing, & social media, with a potential reach of 15,000 individuals
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SEPT 15 - OCT 15





\$5,000

SILVER SPONSOR

- Logo Recognition Signage at Opening Night event, 1,000 attendees at 2023 Opening Night
- Premium Feature in Hispanic Heritage Month Newsletter, sent to 5,000 individuals
- Recognition in all in-house marketing efforts in English & Spanish including press releases, email marketing, & social media, with a potential reach of 15,000 individuals
- Linked logo on HispanicHeritageMonth.com, which received 317,000 Google search impressions for 2023 Hispanic Heritage Month
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\$2,500

BRONZE SPONSOR

- Recognition in all in-house marketing efforts in English & Spanish including press releases, email marketing, & social media, with a potential reach of 15,000 individuals
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- Recognition includes logo (or name) on HispanicAllianceSC.com, 2024 Annual Report, & one (1) social media post during Hispanic Heritage Month

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Hispanic Heritage Month
is proudly celebrated by:

