SPONSORSHIP OPPORTUNITIES

YORKSHIRE LATIN AMERICAN FESTIVAL

OUR AMBITION

To become the North of England's biggest Latin American event.

A family-friendly celebration of live bands, dance, food and cultural stalls representing countries across Latin America.

SUNDAY 27 JUNE 2027
11:30 AM - 5:30 PM

VENUE
PUDSEY CIVIC HALL, LEEDS

ABOUT THE FESTIVAL

Organised by Peruvian Chef and Content Creator, Cecilia Tupac, the festival brings Latin American communities and the wider public together. Guests have travelled from across the UK and abroad. The previous event reached capacity and ticket sales had to close.

PREVIOUS EVENT
~700
people attended
Sold out at capacity

2027 EXPECTATION
1,000+
visitors expected
New, larger venue

CREATOR AUDIENCE
700K+
combined followers and subscribers

CECILIA TUPAC SOCIAL AUDIENCE | 506K YouTube / 71K Facebook / 76K Instagram / 54K TikTok

BUILT FOR VISIBILITY

Promotion is planned through outdoor flyers, paid advertising, social media and other online marketing, with the aim of reaching hundreds of thousands of people. All attendees book tickets via ceciliatupac.com.

Follower counts are combined across platforms; audience and reach forecasts are not guarantees.

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TWO SIMPLE PACKAGES.

Both packages support the festival and offer visibility to our audience. Choose the level of promotion that suits your business.

WHAT YOU RECEIVE	COMMUNITY £250	FEATURED £500
Sponsor logo and link on festival webpage	Included	Included
Advert in free printed programme	Quarter-page	Half-page
1 collective sponsor post on Facebook + Instagram	Included	Included
1 collective sponsor Story on Facebook + Instagram	Included	Included
Sponsor mention in a pre-event festival email	Included	Included
Discount on event stall fees	20% off	50% off
1 dedicated post on Facebook + Instagram	—	Included
1 YouTube Community post	—	Included
Short live in a dedicated Instagram Live	—	Included
Post-event sponsor thank-you email mention	—	Included
Business cards at ticket check-in*	—	Included
Sponsor-supplied roll-up banner at venue*	—	Included

* Banner and business-card placement are subject to venue approval and space. Sponsors supply any printed materials and print-ready artwork. Collective promotions feature sponsors together; email mentions appear in festival marketing emails sent to eligible recipients. Stall discounts apply to standard stall fees only and all stall bookings remain subject to approval and availability.

LET'S PARTNER.

Email: ceciliatupac@outlook.com

en.ceciliatupac.com/festival