

# EXPAND **YOUR** BRAND

BECOME A **2024** CALLE DOS CINCO SPONSOR!



**25**  
CALLE  
**Dos CINCO**  
SW 25th Street  
Historic Capitol Hill

## OUR MISSION

To preserve, support, and promote Capitol Hill as a place where Oklahoma history and Latino culture together create a vibrant, multicultural neighborhood business district.



# 2024 BOARD OF DIRECTORS

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405.768.5465  
319 SW 25th St.  
OKC, OK 73109  
HistoricCapitolHill.com



## CALLE DOS CINCO - where history & culture meet!

Our district serves a vibrant Hispanic community and attracts thousands of visitors looking to experience the charm and flavors of Latino culture in a historic and walkable setting. As a District Sponsor your business can engage with the diverse and growing Hispanic market while supporting our 501c3 organization's revitalization efforts.

## BUILD CIVIC RECOGNITION & BRAND AWARENESS

- Presenter collaboration and Logo on District Branding
- District banners
- Premiere Logo recognition and link on Historic Capitol Hill Sponsor Web page
- Premiere Logo recognition on Calle Dos Cinco assets:
  - » Newsletter side banner
  - » El Mercado signage
  - » Capitol Hill Civic Group
  - » Miss Fiestas Scholarship Pageant Program'
- Event Marketing Premiere Logo Recognition – all district events
  - » Stage Banner
  - » T-shirts
  - » Posters
  - » Social Media
  - » Speaking Op
  - » MC Recognition

## CREATE COMMUNITY OUTREACH & DIRECT MARKETING OPPORTUNITIES

- Representation on planning committees
- FDLA Parade Entry
- Event booths
- VIP passes
- Coordination of volunteer opportunities for employee engagement

## MAKE STRATEGIC INVESTMENTS

- Support targeted activities/events that serve under represented & multicultural populations.
- Interact with the diverse and growing Hispanic market while supporting our 501c3 organization's efforts in:
  - » Economic revitalization
  - » Community empowerment



# ANNUAL DISTRICT SPONSORSHIP OPPORTUNITIES!

**CURRENTLY AVAILABLE  
INDUSTRIES OUTSIDE OF AUTO SALES**

**SPONSOR LEVEL  
TO BE HIGHLIGHTED IN ALL DISTRICT EVENTS.**

## SILVER \$10,000

**Silver Sponsor of all district sponsored events**

- Sponsor listed on all print and digital marketing
- Silver District Sponsor branding on Calle Dos Cinco in Historic Capitol Hill Homepage, Social Media Headers, Email Marketing,
- Logo on 2 Street Banners
- Choice of available Presenter Naming rights of one area (first come first choice)

Kid's Zone | Travel the Americas | El Mercado | Artist Alley  
Artist Gallery | Food Court | Vendor Expo

- VIP Access (varies by event)
- FDLA Booth and Parade

## GOLD \$15,000

**Gold Sponsor of all district sponsored events**

- all Silver benefits, additionally the following :
- Logo on Street Vacuum
- inbound links on Homepage and Social media

## PLATINUM \$20,000

**Platinum Sponsor of all district sponsored events**

- all Silver benefits, additionally the following :
- Headline Sponsor logo on all print and Digital Marketing, inbound links on Homepage and Social media, and registration applications
- Logo on 4 street Banners
- Choice of Presenter name for Fiestas De Las Americas the Main stage or Parade of the Americas





# 2024 CALENDAR OF EVENTS

## JANUARY - DECEMBER

### Capitol Hill CIVIC GROUP

1<sup>st</sup> Thursday of Each Month 8-9AM

#### CAPITAL HILL CIVIC GROUP

**KEY PURPOSE:** Monthly networker with community leaders and individuals concerned with education, economic & social development of the Capitol Hill Neighborhood and South OKC.

**KEY AUDIENCE:** Professionals, Young Latino Professionals, Neighborhood Association, Broad Metro Area Stakeholders

**ATTENDANCE/REACH:** 40+ monthly, 300+ mail list

**EVENT STARTED:** 1999

## JANUARY - MARCH

### OKCine Youth FILM INSTITUTE

February 3<sup>rd</sup> - 24<sup>th</sup> 2024

#### OKCINE YOUTH FILM INSTITUTE

**KEY PURPOSE:** Broaden the exposure and access to the industry of film making and provide hands on experience to young aspiring filmmakers and their families.

**KEY AUDIENCE:** High school students with an interest in the film industry.

**ATTENDANCE/REACH:** 25 students

**EVENT STARTED:** 2017



March 23<sup>rd</sup> & 24<sup>th</sup>, 2024

#### OKCINE LATINO FILM FESTIVAL

**KEY PURPOSE:** The Oklahoma Cine Latino Film Festival promotes the Latino cultural influence on cinema and has become a showcase for local and international filmmakers with submissions from around the world including Mexico, Spain, and South America.

**KEY AUDIENCE:** A unique mix of filmmakers, artists, and film lovers. With a focus on aspiring Latino filmmakers from the OKC community, local and now virtually around the globe.

**ANTICIPATED ATTENDANCE/REACH:** Attendance Approx.: 1,000. Media reach in Spanish and English: National and international online film submittal sites, website, social media, print and televised media

**EVENT STARTED:** 2014

## MAY



May 3<sup>rd</sup>, 2024

#### NOCHE DE CINCO

**KEY PURPOSE:** An evening of Tequila Tasting and the Taste of Calle Dos Cinco an online silent auction. Proceeds benefit various programs that include entrepreneurial and youth scholarships awarded by the Calle Dos Cinco Board of Directors.

**KEY AUDIENCE:** Adults – over 21,

**ANTICIPATED ATTENDANCE/REACH:** Attendance Approx.: 100. Media reach in Spanish and English: Website, Social Media, Print Media; Television media partners

**EVENT STARTED:** 2022 (Inaugural Event)

## JUNE, JULY, AUGUST



Summer Series

3<sup>rd</sup> Friday of the Month 7-10PM

#### FIESTA FRIDAY

**KEY PURPOSE:** To promote community involvement and support local businesses by activating public space within the Historic Capitol Hill Business District. Held on the 3<sup>rd</sup> Friday of the summer months, Fiesta Fridays incorporates the popular El Mercado pop up shop series along with DJ music, live performances, and activities to invite families to spend a festive Friday night in our district

**KEY AUDIENCE:** Families, young professionals, adults, artist, shop local shoppers

**ANTICIPATED ATTENDANCE/REACH:** Attendance Approx.: 1,000. Media reach in Spanish and English: Website, Social Media, Print Media, televised media

**EVENT STARTED:** 2015, El Mercado 2021



## AUGUST



**Miss Fiestas  
 DE LAS AMERICAS**  
 Leadership Development Pageant

### MISS FIESTAS DE LAS AMERICAS LEADERSHIP DEVELOPMENT PAGEANT

Provides an opportunity for young ladies to win scholarships, develop poise, confidence, show stage presence, enhance interview skills, and improve speaking ability. In addition, the young ladies will make public appearances and volunteer for community service.

- KEY PURPOSE:** Promote continued education among young Latina leaders and access to mentors and scholarship funds.
- KEY AUDIENCE:** High School students and families, College students, young professionals, adults, artists
- ANTICIPATED ATTENDANCE/REACH:** Attendance Approx.: 250. Media reach in Spanish and English: Website, Social Media, Print Media, televised media
- EVENT STARTED:** 2015, 2019(Scholarship added)

## SEPTEMBER



September 28<sup>th</sup>, 2024

### FIESTA DE LAS AMERICAS

- KEY PURPOSE:** A family-friendly street festival celebrating Hispanic Heritage Month. The day begins with Oklahoma City's longest cultural parade with participants from across the state, followed by a day-long schedule of stage entertainment including folkloric dances and live music. Other activities include a business vendor corridor, artist market, children zone and Travel the Americas showcase.
- KEY AUDIENCE:** A cultural heritage experience in an outdoor, historic setting  
 Key audience: Families, business sector vendors,
- ANTICIPATED ATTENDANCE/REACH:** 25,000. Attendance Approx.: 100,000. Media reach in Spanish and English: Website, Social Media, Print and Televised Media
- EVENT STARTED:** 2005

## OCTOBER

### Haunt THE HILL

October 31<sup>st</sup>, 2024

### HAUNT THE HILL IN HISTORICAL CAPITAL HILL

- KEY PURPOSE:** Businesses and sponsors get in the Halloween spirit with games and trunk-or-treat activities for kids of all ages.  
 Key purpose: A safe community event for families to come and show off their costumes and have fun!
- KEY AUDIENCE:** Families, children of all ages
- ANTICIPATED ATTENDANCE/REACH:** Attendance Approx.: 2000. Media reach in Spanish and English: Website, Social Media, Print Media, televised media
- EVENT STARTED:** 2013

## DECEMBER

### Holiday ON THE HILL

### HOLIDAY ON THE HILL

- KEY PURPOSE:** Kick off the holiday shopping season with a Christmas-themed gathering to activate the street and promote local businesses featuring holiday art, ornament making, cookies, music, and visit with Santa.
- KEY AUDIENCE:** Families, Christmas Shoppers, Adults, Children, Artist
- ANTICIPATED ATTENDANCE/REACH:** Attendance Approx.: 200. Media reach in Spanish and English: Website, Social Media, posters and local school flyers.
- EVENT STARTED:** 2017

# Fiestas

DE LAS AMÉRICAS

2024



## Sponsorship OPPORTUNITIES

The Fiestas de Las Americas Parade and Festival is a day-long celebration of the vibrant Latino culture that is present within Oklahoma City. With over 25,000 in-person visitors and 30,000+ views on our parade live streams, you'll want to be front and center for all of the day's festivities! Grab a snack from one of our 10+ food trucks and then admire the hard work of 1800+ participants with their 80+ parade floats in our colorful Parade of the Americas. After the parade, take a stroll through SW 25th street and visit the 75+ Expo booths, 30+ pop up shops, 12+ cultural booths, 15+ artist displays, and so much more! Fiestas de Las Américas is an event centered around community and partnerships. With over 20 sponsors and 10 community partners, we want to add you to our growing Fiestas family!"



SATURDAY – SEPTEMBER 28<sup>TH</sup>, 2024 | [HISTORICCAPITOLHILL.COM](http://HISTORICCAPITOLHILL.COM)



# MAIN STAGE:

Front and center for the entire day, the main stage is nonstop! From announcing parade entries, awarding scholarships, hosting crowd-favorite activities (taco eating contest!), to showcasing local and international talent, the main stage has it all!



# PARADE:

The Parade of the Americas is the largest cultural parade in Oklahoma City. Now starting at the lower half of Scissortail park, the Parade makes its way down to SW 25th street in a fun, inviting display of creativity, colors, and community.



# ARTIST ALLEY:

The Artist Alley is THE spot to find Latino artists within our city. For the third year in a row, we are excited to invite local artists to come showcase and sell their original pieces. Plus, visit the second annual Artist Gallery in the Oklahoma City Community College's viewing gallery right here in Capitol Hill. For many, this is the first time they are displaying their artwork and trust us, it won't be the last!



# KID ZONE:

Fiestas is a family event! The Kids Zone not only has fun games and activities for children, it also has great resources for their parents from our community partners. This area always attracts the whole family because we have something here for everyone, and best of all, all of these resources and activities are FREE!



# TRAVEL THE AMERICAS:

Travel the Americas is an entire corridor dedicated to celebrating and exploring the different Latino cultures found within our city. From food trucks selling all sorts of traditional meals, cultural booths dedicated to teaching and sharing culture, to an entire stage dedicated to traditional dances!



# EXPO CORRIDOR:

The Expo corridor is the largest area of our festival, stretching from Harvey to Robinson, with Sponsor booths staking prime locations at the center of the entire festival. Expect over 20,000 guests to visit and engage with your booth as they look to learn more about how your business can work for them!

# VIP EXPERIENCE:

As a thank you to our generous sponsors for their help in making this day a reality, we have a special VIP experience just for them. VIP guests are offered the best views of the parade and the cultural stage. VIP guests also have reserved parking spots to make sure you spend more time enjoying the festivities rather than trying to find parking around the neighborhood. There's not enough words to describe how grateful we are for our sponsors, so how about giving them the ultimate experience to the event that they helped make happen!



# EL MERCADO:

One of the most sought after Artisan pop-up shop opportunities of the year, El Mercado at Fiestas de Las Américas continues to be a crowd favorite! Shoppers can find everything from clothes, jewelry, handmade, artisanal items that can't be found anywhere else!





# SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS CURRENTLY AVAILABLE TO INDUSTRIES OUTSIDE OF AUTO SALES

## AGUILA \$5,000

### LOGO BRANDING:

- Posters
- T-Shirts
- Print Advertisement
- Event Banners
- Website Link
- Email Blast Linked

### MENTIONS:

- Press Release
- Social Media
- Stage Speaking (During Event)

### ADDITIONAL:

- Banner Placement
- 10x10 booth
- 8 VIP passes

## PALOMA \$2,750

### LOGO BRANDING:

- Posters
- T-Shirts
- Event Banners
- Website Link
- Email Blast Linked

### MENTIONS:

- Social Media

### ADDITIONAL:

- Banner Placement
- 10x10 booth
- 4 VIP passes

## QUETZAL \$1,500

### LOGO BRANDING:

- Email Blast
- Website

### MENTIONS:

- Social Media

### LISTED BRANDING

- T-Shirts
- Event Banners
- Posters

### ADDITIONAL:

- Banner Placement
- 10x10 booth
- 2 VIP passes

## Fiestas at a Glance

**25,000+**

IEWS/ENGAGEMENT ON PARADE LIVE STREAMS  
(News9, Telemundo FB Live, OKCPS FB live, OKC Thunder FB live)

**20,000**

IN PERSON VISITORS

**33**

POP UP SHOPS

**15**

FOOD TRUCKS

**78**

EXPO BOOTHS  
(56 registered vendors and 20 sponsors)

**13**

COUNTRIES REPRESENTED

**1740**

PARTICIPANTS in the parade

**12**

COMMUNITY PARTNERS present in the Kids Zone

**8**

LOCAL ARTISTS WERE FEATURED  
(between Artist Alley and artist gallery)

**80+**

PARADE ENTRIES

THANK YOU TO ALL OF OUR CURRENT AND PAST SPONSORS  
FOR BEING HERE WITH US IN OUR COMMUNITY

