



# Boston Salsa Festival 2019 Sponsorship & Vendor Prospectus

## Boston Salsa Festival

August 16-18, 2019

Westin Waltham Boston

70 Third Ave.

Waltham, MA 02451

[www.bostonsalsafest.com](http://www.bostonsalsafest.com)  
[info@bostonsalsafest.com](mailto:info@bostonsalsafest.com)

## Boston Salsa Festival Sponsor and Vendor Opportunities

The 8<sup>th</sup> Annual Boston Salsa Festival is a fantastic opportunity to spotlight your products and services in a fun, engaging, and inspirational setting. From August 16<sup>th</sup> through the 18<sup>th</sup> at the Westin Waltham Boston Hotel, more than a thousand people will come together to share their love of salsa dance and music. Our sponsorship and vendor opportunities provide ample ways to reach this audience over the 2-day, 3-night event, as well as leading up to and following the festival.

## About the Boston Salsa Festival

The Boston Salsa Festival is an event that brings together dance, music, and entertainment in an unforgettable experience. Attendees join us for the weekend to dance, learn from the best, socialize, and have fun.

The event includes:

- 34 workshops over the course of 2 days taught by world renowned instructors in Salsa, Bachata, Kizomba, Cha Cha Cha, and other dance styles
- 3 dance showcases—Friday, Saturday, and Sunday nights—featuring performances by World Champions in multiple divisions, international latin dance superstars, as well as local professional, semi-pro, and amateur dance groups
- Live music Saturday night featuring legendary salsa musicians
- The event is professionally produced using, state of the art sound, lighting and staging.



## Why Sponsor the Boston Salsa Festival?

As a Boston Salsa Festival sponsor and/or vendor, you will get ultimate visibility in front of a group of engaged, active members of the world-wide Latin music and dance community. The Boston Salsa Festival provides a wonderful venue to boost to your brand and highlight your company's profile in a positive and exciting atmosphere.



Benefits of becoming a sponsor and/or vendor at the Boston Salsa Festival include:

- Increasing brand awareness and reach
- Generating sales and leads
- Establishing and nurturing relationships
- Spotlighting your products and services leading up to and during the festival weekend
- Break into/expand marketing reach into a global Latin Dance community
- Support of the arts in the Boston area
- Being part of a momentous cultural event in Boston



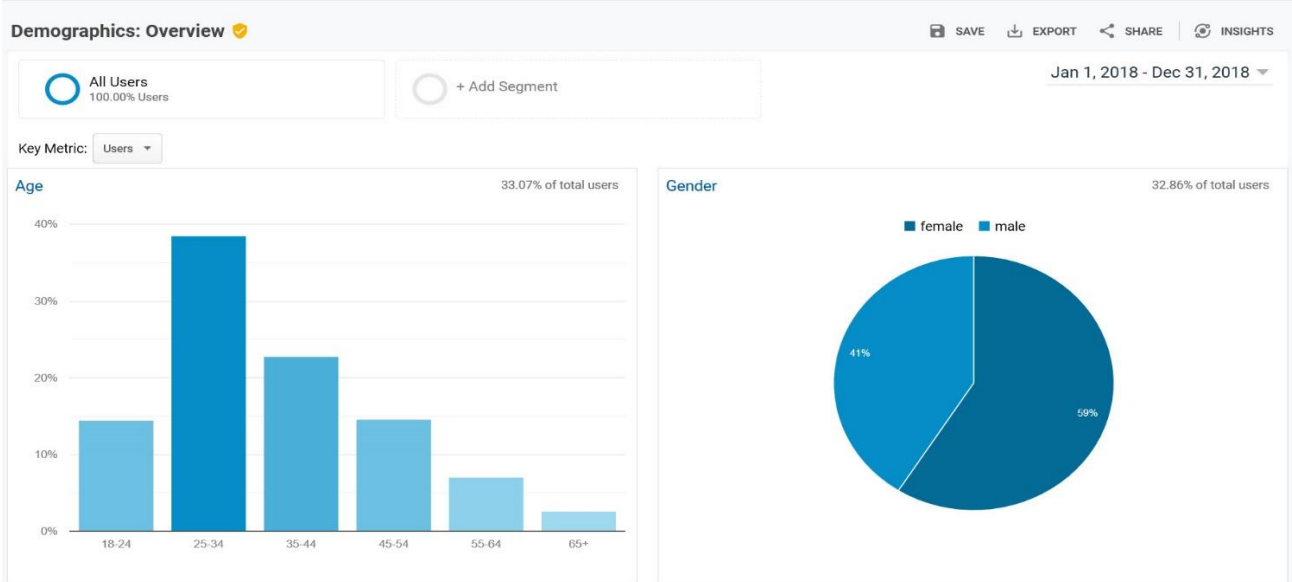


## Who Attends the Boston Salsa Festival?

The majority of the more than 1,000 Boston Salsa Fest attendees live in Massachusetts, but the event also draws attendees from all over the United States and other countries around the world, including Canada, Venezuela, Colombia, Russia, Italy, Germany, Japan, and more. Salsa dancers come from all backgrounds and walks of life. They are artists, doctors, teachers, lawyers, engineers, students, scientists—you name it! Don't miss the opportunity to share your organization's products, services, or mission with this wonderful community.



The 1st Boston Salsa Festival in 2012 averaged over 500 attendees each evening and filled the space to maximum capacity. With a larger venue in Waltham and increased event awareness, the Boston Salsa Festival grew continuously for the next several years and welcomed over 1,000 attendees per day for the past 3 years.







## Boston Salsa Festival Communication Channels

**Our website**, [www.bostonsalsafest.com](http://www.bostonsalsafest.com), drew 16,500 site visitors with over 38,000 pageviews in 2018. Approximately 25% of the pageviews took place during the event week, as attendees continually checked it for the event schedule and other information. Throughout the year, attendees and potential attendees visit the website to learn about the performers and instructors, live band, workshop opportunities, event schedule, competition, and registration options.

**Our newsletter list** contains emails from 2500+ patrons that have purchased directly from us and about 5000+ people signed through our affiliate's websites requesting information about salsa/Latin dancing information in Boston



**Facebook Page** event has almost 4K organic likes. Our posts reach about 10k people a month and 25% of them have engage with the posts (Commented/liked/shared). The posts are on a multimedia format providing information, videos and pictures of the event.



**Facebook event** in 2018 had a total of 7.3k people who responded with interest and/or were going to the event. For 2019 the event has reached about 19k people so far and has 1.5k responses indicating interest in the event.

**Instagram acct**, has 420 followers

### **Our Partners/Affiliates.**

Tambo Salsa Social  
Salsa y Control Dance Studio, Allston  
Sabor Latino Club



## PLATINUM & GOLD LEVEL SPONSORSHIP OPPORTUNITIES

### Stage Sponsor (Platinum) — \$5,000

(2 available, inquire about exclusive sponsorship)

Place your brand front and center all weekend long with a large 4x6 foot banner on the front of the stage in the main ballroom where all evening showcases and the most popular workshops are held each day, and where the live band and DJs play each night. Package includes:

- 4x6 foot banner on stage
- Logo on official photo booth backdrop
- Acknowledgement on BSF's Facebook and Instagram pages
- Acknowledgement in promotional emails
- Your ad on [www.bostonsalsafest.com](http://www.bostonsalsafest.com) with a link to your website
- Recognition during the Friday, Saturday, and Sunday evening showcases
- 4 VIP full event passes
- 1 vendor table (optional)

### Wristband Sponsor (Gold) — \$2,500

(1 available)

BSF attendees are required to wear an event wristband all weekend long to attend the workshops, shows, concert, and social dancing. Having your logo on the event wristbands is a great way to expose your brand to more than a thousand people all weekend long. Package includes:

- Logo on event wristbands
- Acknowledgement on BSF's Facebook and Instagram pages
- Acknowledgement in promotional emails
- Your ad on [www.bostonsalsafest.com](http://www.bostonsalsafest.com) with a link to your website
- Recognition during the Friday, Saturday, and Sunday evening showcases
- 2 VIP full event passes
- 1 vendor table (optional)

### Volunteer T-shirt Sponsor (Gold) \$2,500

(4 available, inquire about exclusive sponsorship)

Place your logo on the event volunteer t-shirts worn by the approximately 50 volunteers who run the event all weekend long. Package includes:

- Logo on volunteer t-shirts
- Acknowledgement on BSF's Facebook and Instagram pages
- Acknowledgement in promotional emails
- Your ad on [www.bostonsalsafest.com](http://www.bostonsalsafest.com) with a link to your website
- Recognition during the Friday, Saturday, and Sunday evening showcases
- 2 VIP full event passes
- 1 vendor table (optional)

## SILVER & BRONZE LEVEL SPONSORSHIP OPPORTUNITIES

### Event Sponsor (Silver) — \$1,000

- Acknowledgement on BSF's Facebook and Instagram pages
- Acknowledgement in promotional emails
- Your ad on [www.bostonsalsafest.com](http://www.bostonsalsafest.com) with a link to your website
- Recognition during the Friday, Saturday, and Sunday evening showcases
- 1 vendor table
- 2 VIP full event passes

### Event Sponsor (Bronze) — \$500

- Acknowledgement on BSF's Facebook and Instagram pages
- Acknowledgement in promotional emails
- Your ad on [www.bostonsalsafest.com](http://www.bostonsalsafest.com) with a link to your website
- 1 VIP full event pass

## VENDOR OPPORTUNITIES

### Vendor Table — \$350

Stationed in the main hallway where more than a thousand attendees will continuously gather and pass through as they move from workshops to shows to social dancing throughout the weekend. There are 15 minute breaks between workshops to allow attendees time to peruse the vendor area.

- A 6 foot table
- 1 Full Event Pass

### Banner Display — \$175

Display your freestanding banner in the vendor area, stationed in the main hallway where more than a thousand attendees will continuously gather and pass through as they move from workshops to shows to social dancing throughout the weekend.

- No table or passes included

---

**Custom sponsor, vendor, and advertiser opportunities are also available.**  
Contact us at [info@bostonsalsafest.com](mailto:info@bostonsalsafest.com) to inquire.

---