



2024 SPONSOR PACKET





ABOUT THE WEST BANK HISPANIC HERITAGE FESTIVAL

The West Bank Hispanic Heritage Festival is a community-centered event that provides a platform for local artisans, musicians, and performers to showcase their talents while offering a space for businesses and community organizations to engage with the public. This family-friendly festival will feature music, dance, food, and art, highlighting the vibrancy of Hispanic cultures in our region. Attendees of all ages will enjoy traditional games, crafts, live performances, and delicious food.

DETAILS

DATE: October 12, 2024

TIME: 11:00 AM - 7:00 PM

PLACE: University of Holy Cross
4123 Woodland Drive
New Orleans, LA 70131
Tickets: Free

SPONSOR CONTACT

Stephanie Davi McNeely

916-799-5483

hispanicheritagefestivalnola@gmail.com





Dear Sponsor,

On behalf of our entire University community, welcome to the University of Holy Cross and our first West Bank Hispanic Heritage Festival! I would like to express my heartfelt gratitude for your participation in this important community event.



The West Bank Hispanic Heritage Festival will become an annual celebration at our university, showing off the rich cultural heritage of the Hispanic community here in New Orleans and beyond.

Your willingness to join us this first year and share your talents and offerings have not gone unnoticed. We are grateful to you for helping us foster a sense of community and cultural appreciation on our campus. Your participation not only supports the university's mission to celebrate inclusivity but also helps us in building bridges across the wider community.

Special thanks to my friend and colleague at the Hispanic Chamber of Commerce, Mayra Pineda, for partnering with us on this event and helping us uplift and support small businesses through this festival.

With sincere appreciation,

Dr. Stanton McNeely
President, University of Holy Cross





Dear Sponsor,

I am thrilled to welcome you to our inaugural West Bank Hispanic Heritage Festival. Our goal is to bring the thriving Hispanic community together while sharing the tapestry of cultures that make this region special.



Hispanic Heritage Month provides the perfect opportunity to showcase the richness and important contributions of our local Hispanic community through art, food, music and much more. This year's theme, "Pioneers of Change: Shaping the Future Together" is timely and appropriate and definitely motivates organizations like the Hispanic Chamber of Commerce of Louisiana to continue advocating for our Hispanic community statewide.

Thank you for your participation and important contribution to the success of the event. We are extremely proud to showcase your talents and services. We hope this event serves as one more platform to scale businesses and connect to opportunities.

I would like to thank Dr. Stanton McNeely, the University of Holy Cross family, and the amazing committee that worked tirelessly to present a beautiful event for the enjoyment of all. Our partnership is very important as we work together to build stronger communities.

Happy Hispanic Heritage Month!

In service,

Mayra E. Pineda
President & CEO
Hispanic Chamber of Commerce of Louisiana





SPONSOR SPACE DETAILS

- Booth assignments and layout will be provided prior to the event.
- Each allotted **space is 10' X 10'** in an **open outside area**.
- Sponsors are responsible for their own display sets (tables, chairs, tents, etc.). The event **organizers do not provide** any **equipment** or **accessories**.
- **Electricity** and access to **water** are **not available**.
- Each **space with cooking activity** must have a **functional fire extinguisher**.



LOAD-IN/LOAD-OUT INSTRUCTIONS

- **Load-in/Check-in** begins at **9:00AM on October 12**. Please **pull up to the unloading area first**, unload your display, move your vehicle to the parking area, and then return to set up.
- Sponsor-specific **parking areas** will be provided with a **parking pass**. *Do not move to your parking space until after you have checked in.*
- **VIP Event** begins at 10:00 AM in the **President's Courtyard**. **Wristbands will be provided** to sponsors at check in.



CLEAN-UP AND WASTE MANAGEMENT

- Sponsors are responsible for the **set-up and clean-up** of their own space.
- **Nothing should be dumped** onto the pavement that might cause damage (hot charcoal, grease, solvents, etc.)
- Trash containers will be provided throughout, and sponsors are asked to always use them to **ensure thoroughfares are clean** and neat as possible.





RULES AND REGULATIONS

- The festival **reserves the right to refuse** space to anyone selling or displaying merchandise not in keeping with the philosophy of this family celebration.
- **Excessive littering will not be tolerated** and may result in expulsion or denial of space in future years.
- **Merchandise such as knives, swords,** and any other type of **weapons** are **not allowed**.
- **No pets or live animals** are allowed, *except registered service animals*.
- **No "roaming" vendors** are permitted. Vendors may only sell merchandise or distribute materials in their purchased space. Encroaching on another vendor's space for the purpose of selling merchandise or distributing materials will not be tolerated. Violators may be expelled or denied space in future years.



MARKETING AND PROMOTION

- Please provide logos, social media handles, and websites for us to promote your participation in the festival.
- You may send your materials to hispanicheritagefestival@gmail.com.
- Please follow us and share content on Instagram @JuntosNOLA



SECURITY AND CANCELLATION POLICY

- Security will be provided by the UHC police force.
- This event is held outside; be prepared in the event of inclement weather. No refunds will be issued.



EMERGENCY PROCEDURES

Please plan accordingly for dealing with emergencies, including weather-related issues.

