

2026

SPONSORSHIP OPPORTUNITIES



La COALICIÓN
Latin American Coalition

ABOUT THE LATIN AMERICAN COALITION

The Latin American Coalition serves the Charlotte-Mecklenburg community by providing a pathway to equity and belonging for an inclusive and diverse society.

We provide services across four core departments:



FWC



FAMILY WELLNESS CENTER
CENTRO DE BIENESTAR FAMILIAR

Offers wraparound services for such as a Community ID program, English classes, crisis response, Medicare/Medicaid navigation, referrals to partner health providers for free or low-cost vaccinations and health screenings, and wellness support services that promote stability and access.



EWC



ECONOMIC & WORKFORCE CENTER
CENTRO ECONÓMICO Y LABORAL

Provides classes for certifications in digital literacy, various trades, community health, project management, and many other fields. This center also offers services such as housing rental assistance, job search assistance, and courses focused on resume building, financial literacy, and small business counseling. These services lead to thousands of low-income immigrants obtaining jobs, higher wages, improved credit, affordable housing, creating household budgets, and starting small businesses each year!



YEC



YOUTH EDUCATION CENTER
CENTRO DE EDUCACIÓN JUVENIL

Runs a volunteer-based mentorship program: Great Achievement through Non-Traditional Academic Support (GANAS, or "give it your all" in Spanish), which connects local mentors with high school students aged 13-19 to guide them through their intellectual and emotional development as well as bridge cultural gaps for academic and career success. This center also provides interactive sessions for students and parents on career pathways, college access, mental health and violence prevention, as well as hosts interns to bolster the LAC's capacity to serve our community.



ILC



IMMIGRATION LEGAL CENTER
CENTRO LEGAL DE INMIGRACIÓN

Provides Department of Justice certified legal representatives to assist immigrants with the naturalization process, visa and permanent residency applications, visa and DACA renewals, and "Know Your Rights" workshops to teach the fundamentals of the U.S legal system.

Each year, thousands of individuals and families benefit from LAC's programs building stronger households and a stronger Charlotte-Mecklenburg region.

To become a sponsor contact ImpactManager@mylac.org

OUR COMMUNITY IMPACT

IN FY 2025 WE:



Provided
7,537
individual legal services
to low-income immigrants.



Conducted
543
comprehensive immigration screenings
leading to 480 in-person appointments
for direct legal assistance.

(88.4% conversion rate from screenings to service).

Provided
4,892
individuals with access to crisis
assistance, family services, food
assistance, and healthcare services.



Conducted
118
free or low-cost naturalization
applications leading to 66 oath
ceremonies.

Engaged
80
students and their caregivers with
interactive sessions on financial
literacy, mental health, the education
system, violence prevention, and
other vital subjects.



Connected
1,341
individuals with resume tailoring, career
pathways, and job opportunities.



Mentored
80
Mentored 30 students through their
academic, career, and emotional
development with GANAS
volunteer mentors.

Assisted
706
individuals with financial literacy, developing
small businesses, and managing their personal
finances.



WHY YOUR SPONSORSHIP MATTERS?

Your sponsorship is not just brand visibility.

It is an investment in:

- Access to wellness and stability for our most vulnerable families
- Career and economic advancement
- Youth leadership and education
- Community connection and empowerment

Provided
700
with classes and certifications across over a dozen
different areas (e.g. digital literacy, AI Essentials,
construction, healthcare, project management)



*Together, we are building a Charlotte where opportunity is accessible,
and progress is possible for all.*

To become a sponsor contact ImpactManager@mylac.org



SIGNATURE EVENTS THAT

Celebrate Culture & Create Impact

Each year, the Latin American Coalition produces several signature events that bring our mission to life through culture, community, and connection. These events create meaningful spaces where thousands of attendees gather to celebrate Latin American traditions, discover community resources, and strengthen relationships across Charlotte. More than cultural celebrations, these events serve as key platforms for community engagement, partnership, and fundraising. They allow organizations, businesses, and community leaders to connect with our diverse audience while directly supporting programs that empower Latino families.

Through sponsorships, partnerships, and community support, these events help sustain the Coalition's work year-round.

Música con amigos

Música con Amigos

May 9, 2026 | 4:00 PM – 7:30 PM | Latin American Coalition, Charlotte, NC

A free, family-friendly event featuring live orchestral music in partnership with the Charlotte Symphony.

FESTIVAL LATINOAMERICANO CLT

Latin American Festival

September 19, 2026 | 12:00 PM – 7:30 PM | Latin American Coalition, Charlotte, NC

Charlotte's largest Latin American cultural festival, offering a vibrant experience of music, food, and traditions with low-cost admission.

Festival Día de MUERTOS DAY OF THE DEAD

Día de los Muertos

November 1, 2026 | 12:00 PM – 7:30 PM | Camp North End, Charlotte, NC

A free cultural celebration honoring tradition, memory, and identity through altars, performances, and the iconic Catrina Parade.

Join us as a sponsor, partner, or donor and be part of the impact.

To become a sponsor contact ImpactManager@mylac.org



3RD ANNUAL

Música con amigos

SATURDAY **MAY 9** | **4 PM** | Latin American Coalition
FREE ADMISSION | 4938 Central Ave, Suite 101, Charlotte, NC 28205

OVERVIEW

The Latin American Coalition invites corporate leaders to partner with us for the 3rd Annual Música con Amigos a free, family-centered cultural event created in collaboration with the Charlotte Symphony Orchestra. This event brings live Latin-inspired orchestral music directly into the community using the Symphony's mobile stage.

COMMUNITY IMPACT

Música con Amigos removes barriers to arts participation, strengthens community connections, and supports free year-round violin instruction for youth through our partnership with the Charlotte Symphony Orchestra.

WHY YOUR SPONSORSHIP MATTERS

Your company's sponsorship directly sustains free cultural programming, expands youth access to arts education, and strengthens cross-sector partnerships that model corporate community investment.

SPONSORSHIP LEVELS



GRAN AMIGO

PRESENTING SPONSOR • \$5,500

Event naming rights, premium branding, speaking opportunity, VIP seating for 15, activation space, permanent recognition in Plaza de las Mariposas.



AMIGO DE HONOR

GOLD SPONSOR • \$3,500

Prominent logo visibility, social media features, speaking opportunity, VIP seating for 10, video sidebar placement.



AMIGO ESPECIAL

SILVER SPONSOR • \$1,500

Logo placement, verbal recognition, VIP seating for 5, recap video credit.



CONTACT

DOMINIC ELIZONDO
Development & Community Engagement Director

ImpactManager@mylac.org
(512) 595-2423

SPONSORSHIP BENEFITS



GRAN AMIGO

PRESENTING SPONSOR • \$5,500

- Event branded as “Presented by [Your Brand]” across all digital and print promotional materials and event webpage.
- Individual brand recognition across social media and pre-event newsletter.
- Premium 300x600 website banner placement for one month with direct link to your chosen URL.
- On-stage speaking opportunity prior to orchestra performance from ONE brand representative.
- Recognition throughout the event as Presenting Sponsor.
- Prime 10’x10’ tent space including one table and chair for brand activation.
- Opportunity to include promotional materials in event welcome bags.
- Sponsorship of an Amistad Level Butterfly Installation (\$500 value) featuring your brand name and QR code, permanently displayed in our future Plaza de las Mariposas community space.
- Premium VIP seating for 15 guests near stage.
- One complimentary drink voucher per guest.



AMIGO DE HONOR

GOLD SPONSOR • \$3,500

- Prominent logo placement on all print and digital promotional materials and event webpage.
- Individual brand recognition across social media and pre-event newsletter.
- Verbal recognition as Gold Sponsor during event.
- On-stage speaking opportunity prior to orchestra performance from ONE brand representative.
- 10’x10’ tent space including one table and chair for brand promotion.
- Premium VIP seating for 10 guests.



AMIGO ESPECIAL

SILVER SPONSOR • \$1,500

- Logo placement on all print and digital promotional materials and event webpage.
- Inclusion in Silver Sponsor recognition social media posts and pre-event newsletter.
- Verbal recognition as Silver Sponsor during event.
- Premium VIP seating for 5 guests.

If interested in sponsorship you can go to the following link [LAC Cultural Events Sponsorship Form – Fill out form](#)

[INTEREST FORM](#)

DONATION OPTION

If sponsorship is not feasible at this time, companies may also make a tax-deductible contribution to support the Latin American Coalition’s year-round mission. Tax ID: 58-1945776.
By going to www.mylac.org or click on this link [Latin American Coalition](#)



36TH FESTIVAL LATINOAMERICANO CLT



SEPTEMBER 19, 2026 • CHARLOTTE, NC

The Latin American Festival is the largest celebration of Latin American culture in Charlotte, bringing together thousands of families and community members from across the region for a vibrant cultural experience.

The festival transforms the city into a space where attendees can immerse themselves in the richness and diversity of Latin American traditions through live music, cultural performances, traditional food, a children's area, and the Cultural Plaza — where countries from across Latin America share their heritage and traditions.

Each year, thousands of attendees from diverse backgrounds gather to experience this unique event, creating a powerful space for cultural exchange, community connection, and celebration. The Latin American Festival invites the entire Charlotte community to discover, celebrate, and experience the spirit of Latin America.

COMMUNITY IMPACT

The Latin American Festival plays a vital role in strengthening cultural understanding and community connection in the Charlotte region.

Each year, the festival brings together thousands of attendees from diverse backgrounds to experience the traditions, music, food, and artistic expressions of Latin America. By creating a space where cultures meet and communities connect, the festival promotes appreciation, dialogue, and unity across the Charlotte-Mecklenburg community.

Beyond the celebration, the event also serves as an important platform for community engagement. It introduces thousands of attendees to the work of the Latin American Coalition and connects families with resources, programs, and services that support stability, opportunity, and well-being.

Through culture, education, and community participation, the Latin American Festival helps build a stronger, more inclusive Charlotte.



WHY YOUR SPONSORSHIP MATTERS

Sponsoring the Latin American Festival places your organization at the center of one of Charlotte's most visible and celebrated cultural events, connecting your brand with thousands of attendees from diverse backgrounds.

This festival provides a powerful platform for organizations to showcase their commitment to community, cultural inclusion, and meaningful engagement while gaining high-impact visibility among families, community leaders, and local businesses.

By supporting the festival, your brand becomes part of an event that celebrates culture, strengthens community connections, and amplifies the voices and traditions of Latin America in Charlotte.

Your sponsorship not only elevates your brand it, helps sustain a cultural experience that brings our community together year after year.

SPONSORSHIP LEVELS

CULTURAL PARTNER SPONSOR • \$8,500

Premier festival partnership with highest brand visibility, prime booth space, speaking opportunity, social media recognition, and exclusive promotional features.

COMMUNITY PARTNER SPONSOR • \$6,000

Prominent brand visibility with promotional booth space, social media features, website banner placement, and recognition during festival programming.

SMALL BUSINESS SPONSOR • \$2,750

Opportunity for local businesses to showcase their brand with booth space, festival promotions, and social media recognition.

NON-PROFIT SPONSOR • \$1,000

Informational booth space and recognition as a community nonprofit partner supporting the festival.

If interested in sponsorship you can go to the following link
LAC Cultural Events - Sponsorship Form – Fill out form

[INTEREST FORM](#)

DONATION OPTION

If sponsorship is not feasible at this time, companies may also make a tax-deductible contribution to support the Latin American Coalition's year-round mission. Tax ID: 58-1945776.

By going to www.mylac.org or click on this link [Latin American Coalition](#)

SPONSORSHIP BENEFITS



CULTURAL PARTNER SPONSOR • \$8,500

- Premium logo placement on all festival print and digital promotional materials
- Prime 20x20 promotional booth space
- Logo featured prominently on the festival website
- Featured one-month 300x600 website banner link to the landing page of your choice.
- Dedicated recognition on festival social media
- Sponsor Introduction Video: A 30-second video shared on the Coalition's social media before the festival, where the sponsor can introduce their organization, services, and invite the community to visit them at the festival.
- One-minute Stage Speaking Opportunity.
- Logo featured on Festival Cultural Photo-booth
- Displayed individually logo on main Screen: Logo displayed individually on the festival screen during sponsor recognition moments.
- Recognition before one cultural performance during the festival.



COMMUNITY PARTNER SPONSOR • \$6,000

- Premium logo placement on all festival print and digital promotional materials
- 10x10 promotional booth space
- Logo on festival webpage
- Featured one-month 728x90 LAC website banner link to the landing page of your choice.
- A reel or carousel post on social media highlighting the sponsor's services and inviting the community to visit their booth during the festival.
- One-minute Stage Speaking Opportunity.
- Logo featured on Festival Cultural Photobooth
- Displayed individually logo on main Screen: Logo displayed individually on the festival screen during sponsor recognition moments.
- Recognition before one cultural performance during the festival.



SMALL BUSINESS SPONSOR • \$2,750

- Logo included on all festival print and digital promotional materials
- 10x10 promotional booth space
- Logo on festival website
- A reel or carousel post on social media highlighting the sponsor's services and inviting the community to visit their booth during the festival.
- Logo displayed with other sponsors of the same level on the festival screen.



NON-PROFIT SPONSOR • \$1,000

- Logo featured on all festival print and digital promotional materials
- 10x10 promotional booth space
- Logo on festival website
- Recognition on social media post with other sponsors of the same level
- Logo displayed with other sponsors of the same level on the festival screen.



22ND ANNUAL

Festival Día de MUERTOS

DAY OF THE DEAD

November, 2026  CAMP NORTH END

The Latin American Coalition, in partnership with the Levine Museum of the New South, presents the 22nd Annual Día de los Muertos Celebration, one of Charlotte’s most vibrant and culturally meaningful community events.

Recognized by UNESCO as an Intangible Cultural Heritage of Humanity, Día de los Muertos honors memory, tradition, and cultural identity through art, storytelling, and community participation.

Each year, thousands of attendees gather to experience this powerful cultural tradition through community altars, live cultural performances, traditional food, family activities, and the highly anticipated Catrina Parade, one of the most iconic and celebrated moments of the event.

COMMUNITY IMPACT

Día de los Muertos has become one of Charlotte’s most meaningful cultural celebrations, bringing together thousands of attendees from across the Charlotte region and surrounding counties.

While rooted in Latin American tradition, the event welcomes the entire community, creating a space where people from diverse backgrounds can experience the art, history, and cultural significance of Día de los Muertos through community altars, cultural performances, and interactive activities.

By sharing this important tradition with the broader public, the celebration promotes cultural understanding, community connection, and appreciation for the richness of Latin American heritage.



CONTACT

DOMINIC ELIZONDO
Development & Community Engagement Director

ImpactManager@mylac.org
(512) 595-2423

WHY YOUR SPONSORSHIP MATTERS

Sponsoring Día de los Muertos places your organization at the center of one of Charlotte’s most visible and culturally significant community celebrations, reaching thousands of attendees from across the region.

This event provides a powerful platform for brands to demonstrate their commitment to community engagement, cultural appreciation, and diversity, while gaining meaningful visibility among families, community leaders, and visitors from across Charlotte and surrounding counties.

Your support helps sustain a cultural experience that celebrates tradition, strengthens community connections, and brings people together through art, heritage, and shared celebration.

SPONSORSHIP LEVELS



CATRINA SPONSOR • \$10,000

Premier partnership with highest brand visibility, prime booth placement, speaking opportunity, and recognition throughout the event.



MARIGOLDS SPONSOR • \$5,000

Prominent brand visibility with booth space, social media recognition, and participation in event programming.



COCO SPONSOR • \$2,500

Opportunity for local businesses to connect with the community through booth presence and promotional visibility



NONPROFIT PARTNER • \$1,000

Informational booth space and recognition as a nonprofit partner supporting the celebration.

If interested in sponsorship you can go to the following link
LAC Cultural Events - Sponsorship Form – Fill out form

[INTEREST FORM](#)

DONATION OPTION

If sponsorship is not feasible at this time, companies may also make a tax-deductible contribution to support the Latin American Coalition’s year-round mission. Tax ID: 58-1945776.

By going to www.mylac.org or click on this link [Latin American Coalition](#)



SPONSORSHIP BENEFITS

22ND ANNUAL

Festival Día de MUERTOS

DAY OF THE DEAD



CATRINA SPONSOR • \$10,000

- Premium logo placement on festival promotional print and digital materials
- Prime 20x20 promotional booth space
- Logo featured prominently on the festival website
- Dedicated recognition on festival social media
- Sponsor Introduction Video: A 30-second video shared on the Coalition’s social media before the festival, where the sponsor can introduce their organization, services, and invite the community to visit them at the festival.
- One-minute Stage Speaking Opportunity.
- Logo featured on Festival Cultural Photobooth
- Recognition before one cultural performance during the festival.



MARIGOLDS SPONSOR • \$5,000

- Logo featured on festival promotional print and digital materials
- 10x10 promotional booth space
- Logo on festival website
- Recognition on social media
- A reel or carousel post on social media highlighting the sponsor’s services and inviting the community to visit their booth during the festival.
- One-minute Stage Speaking Opportunity.
- Logo featured on Festival Cultural Photobooth
- Recognition before one cultural performance during the festival.



COCO SPONSOR • \$2,500

- Logo included on festival promotional print and digital materials
- 10x10 promotional booth space
- Logo on festival website
- A reel or carousel post on social media highlighting the sponsor’s services and inviting the community to visit their booth during the festival.



NONPROFIT PARTNER • \$1,000

- 10x10 informational booth space
- Logo on festival website
- Recognition on social media post with other sponsors of the same level



CONTACT

DOMINIC ELIZONDO
Development & Community Engagement Director

ImpactManager@mylac.org
(512) 595-2423