In 2017 The Chicago Latino Theater Alliance presented the 1st *Destinos* International Theater Festival, an unprecedented achievement that added distinction to Chicago’s theater scene in great stride, and ushered a new annual platform for Latino artists.

Chicago will once again take center stage with the 2nd edition of Chicago International Latino Theater Festival, *Destinos*, in collaboration with three of the city’s leading cultural organizations: National Museum of Mexican Art, Puerto Rican Arts Alliance and the International Latino Cultural Center.

Latino theater adds to Chicago’s rich cultural reputation, and augments its well-deserved notoriety for being the most exciting theater city in the country.

This important cutting-edge Festival showcases Chicago Latino theater-makers as well as national and international artists, examining the Latino experience from multiple perspectives. *Destinos* not only engages Latino communities, but also incites cross-cultural exchange amongst a diverse range of communities in Chicago.

We invite you to support and align your company with the festival, while garnering the credit for supporting the Latino theater community in Chicago.

**Sponsorship Opportunities**

**30 Days | 70 Performances | 11 Round Tables**

**Connect • Experience • Engage • Promote**

Market with **1.9 million** Latinos in Chicago!

- **Venue Partners**
  - Chicago Shakespeare Theater
  - Goodman Theatre
  - Instituto Cervantes
  - The Miracle Center
  - National Museum of Mexican Art
  - Steppenwolf Theater
  - Victory Gardens Theater

- **Homegrown Latino Theater Companies:**
  - Aguijón Theater
  - Teatro Vista
  - Urban Theater Company
  - Water People Theater
  - Ricardo Gamboa - Playwright

- **National Theater Companies:**
  - Two Theater Groups
    - Cities (TBD)

- **International Theater Companies:**
  - Mexico (2)
  - Puerto Rico
  - Two Countries (TBD)
Opportunity

The theater festival provides different levels of sponsorship to ensure maximum exposure through robust advertising/promotional/online campaigns, that will strategically maximize sponsors visibility with our patrons and ensure a return on their investment.

Deliverables

- Tickets to VIP Kick-Off Party
- Sponsor recognition on Kick-Off invitation
- Sponsor logo hyperlinked to Sponsor website
- Sponsor logo/message on Facebook & Twitter social media platforms
- Verbal recognition at event presentations
- Sponsor promotional material to be displayed and/or distributed at Festival venues and events
- Corporate logo featured in:
  - Festival program
  - Online e-newsletter subscriber base
  - Print
  - TV / Radio
  - Press Releases
  - Sponsor logo on bus shelters / bus kings
- Premiere signage and acknowledgment throughout special events (Kick-Off, Festival Venues, Wrap Party, etc.)
- Mention in Live Stream Facebook & Instagram Channels

The theater festival provides different levels of sponsorship to ensure maximum exposure through a robust advertising, promotional, and online campaign.
**Latino Market Facts**

By 2019, Latinos will account for **10.6%** of the total U.S. buying power.

The Selig Center for Economic Growth

1.3 trillion U.S. Latino Market > all but 13 countries in the world and set to grow **50%** in 5 years

Millenials make up:

- **26%** of Latino population
- **22%** of U.S. population

Economic research suggests that the youthful demographic profile of the Latino population enhances productivity and increases growth in per capita incomes.

The Chicago Greater Metropolitan Area (DMA) has over 1.9 million Latinos that comprises **28%** of the city total population with a purchasing power of $65 billion+ of disposable income and growing.

**2017 Online Social Media Impressions**

CLATA / Cultural Co-Founders / Theater / Artists & Online Partners

Subscribers & Followers at a Glance:

- **Facebook**: 190,000+
- **Twitter**: 67,090+
- **Instagram**: 5,940+
- **E-newsletter Impressions**: 2.1M+
- **CLATA Website Visits**: 2,155,768