



IBA

LET'S BUILD 50

# FESTIVAL 2018 BETANCES

JULY 21<sup>ST</sup> & 22<sup>ND</sup>





2017



2000



1980

LET'S BUILD 50

# ABOUT IBA

Celebrate 50 years of empowering community.  
**Let's build it.**

IBA — Inquilinos Boricuas en Acción is a Community Development Corporation (CDC) that empowers and engages individuals and families to improve their lives through high-quality affordable housing, education, and arts programs.



## ABOUT THE FESTIVAL

July 21<sup>st</sup> & 22<sup>nd</sup>

Plaza Betances, 100 W. Dedham St., South End, Boston

**45**  
**YEARS**

Bringing people together, evolving from a neighborhood block party to a staple event on Boston's Summer Calendar.

**2**  
**DAYS**

Celebrating art and diversity.

**21**  
**BANDS**

Performing various Latin styles from salsa to bomba to mambo.

**3,000**  
**FESTIVAL GOERS**

Appreciating Boston's vibrant Latino community through music, food, dancing, performances, and more.



## SPONSOR ADVANTAGES



### CONEXIÓN LATINA

Latinos are the fastest growing community in Boston\* with more than a 27% increase in the past decade.



### INCREASED BRAND VALUE

With growth of 277% in just 3 years, we've positioned our program as a top cultural center in Boston with more than 9,000 arts enthusiasts visiting us each year.



### TAX CREDIT BENEFITS

Because the state is just as invested in our community as you, your contribution will receive a 50 percent tax deduction through the Community Investment Tax Credit (CITC).

\*2010 U.S. Census

# AGENDA AND MAP



**SATURDAY**  
July 21<sup>st</sup>  
1pm - 9pm

- ▶ Parade
- ▶ Youth Events
- ▶ Domino Tournament
- ▶ Basketball Tournament
- ▶ Kids Games
- ▶ Food
- ▶ Live Music

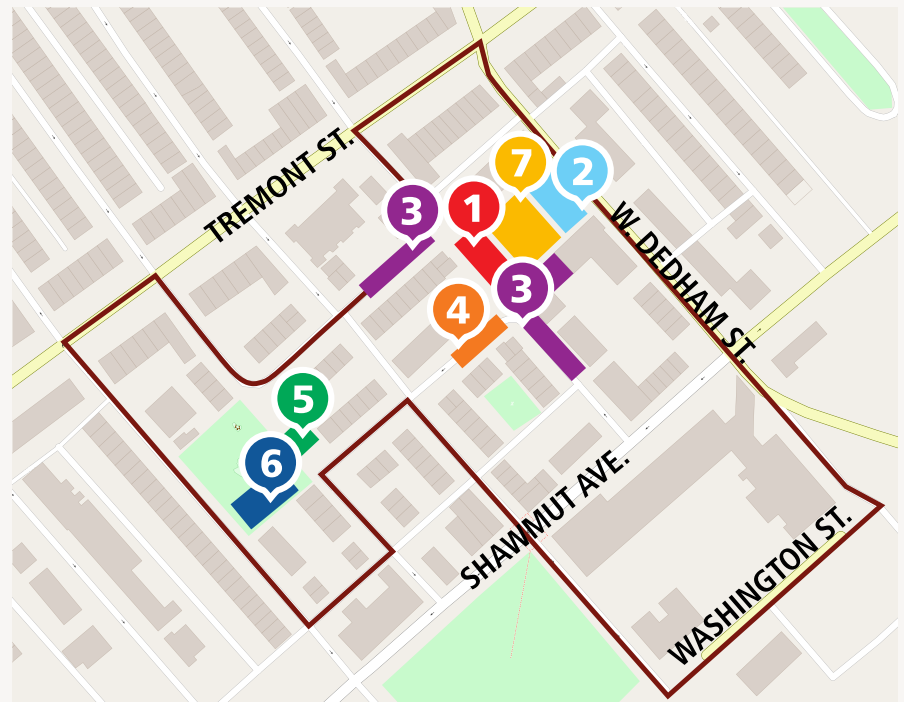


**SUNDAY**  
July 22<sup>nd</sup>  
1pm - 8pm

- ▶ Greased pole tournament
- ▶ Domino Tournament
- ▶ Food
- ▶ Live Music

— Parade Route

- 1 Stage
- 2 Domino Area
- 3 Food
- 4 Kids Zone
- 5 Greased Pole
- 6 Basketball Court
- 7 Donation Brick House



## About our Donation Brick House

To commemorate our 50th anniversary, we're building a small-scale house in Plaza Betances with peoples' donations! Watch us complete our construction here: [bit.ly/brickhouse50](http://bit.ly/brickhouse50)

# PACKAGES

	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
<b>Stage Sponsorship</b> Exclusive sponsorship of our stage during both days, sole brand banner presence on site.	▲				
<b>2 Day Area Sponsorship</b> Sponsorship of the Domino or Food Areas. Sole brand presence on site.		▲			
<b>1 Day Area Sponsorship</b> Sponsorship of the Basketball Tournament, Kids Zone, or Greased Pole Tournament. Brand presence on site.			▲		
<b>Logo and Text on agenda and map</b> Both on posters around the festival and a printed handout (3,000 impressions).	▲	▲	▲	▲	
<b>Exclusive branded slide and mention on social media</b> Facebook: 800k avg. impressions during summer Twitter: 100k avg. impressions during summer	▲	▲	▲	▲	▲
<b>Logo and text on IBA's website and email blasts</b> Website - 70k avg. visits during summer Mailing List - 2.4k subscribers	▲	▲	▲	▲	▲

**Become a part of this historic celebration!**  
 Go to [bit.ly/sponsor50etances](http://bit.ly/sponsor50etances) to get started.

**DEADLINE FOR SPONSORSHIPS IS JUNE 22<sup>rd</sup>**

**THANK YOU! #LetsBuild50**

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 [ibaboston.org](http://ibaboston.org)

