



**LATIN
FOOD
FEST.**

**THE ORIGINAL. THE ELEVATED. THE CULTURAL
ENGINE OF THE LATIN AMERICAN DIASPORA.**

SEPTEMBER 19 – 20 • YANKEE STADIUM PARKING LOT, BRONX, NY

A festival built on culture. A platform built on community.

A movement built for America's future.



A MOMENT BIGGER THAN THE WEEKEND

**LATIN FOOD FEST IS THE ORIGINAL LATIN
FOOD AND CULTURE FESTIVAL IN THE
UNITED STATES.**

In 2026, we return to where Latin culture has shaped New York for generations: the Bronx. with a format built not only for celebration but for **economic mobility, cultural equity, and national visibility.**

THIS ISN'T AN EVENT.

It's a **cultural economy platform** that brings together 30,000 people, 70 food entrepreneurs, 2 stages of artists, and brands that understand where America's future is heading.

**LATINOS WILL REPRESENT \$2.8
TRILLION IN U.S. GDP BY 2026.
THIS FESTIVAL SITS AT THE
CENTER OF THAT REALITY.**



THE OPPORTUNITY: WHY THIS MATTERS NOW

Every major shift in American culture — food, music, media, sports, style — has been led or influenced by Latin creativity. Yet Latin-owned businesses, creators, and food entrepreneurs continue to face barriers to visibility, access, and investment.

**LATIN FOOD FEST EXISTS
TO CHANGE THAT.**





By bringing the festival home to Uptown and the Bronx, we're creating a high-impact cultural gathering that doubles as:

- A small-business accelerator
- A community wealth engine
- A workforce visibility platform
- A cultural showcase connected to national identity
- A brand gateway into the most influential demo of the decade

THE TIMING IS DELIBERATE. THE OPPORTUNITY IS MASSIVE. AND THE POLITICAL, CULTURAL, ECONOMIC ALIGNMENT HAS NEVER BEEN STRONGER.

THE EXPERIENCE

TWO DAYS.

FIFTEEN THOUSAND PEOPLE PER DAY.

A LINEUP THAT SPANS THE ENTIRE LATIN DIASPORA.

70 food vendors from across Latin America and the Caribbean

14 musical acts curated with cultural institutions and artistic partners

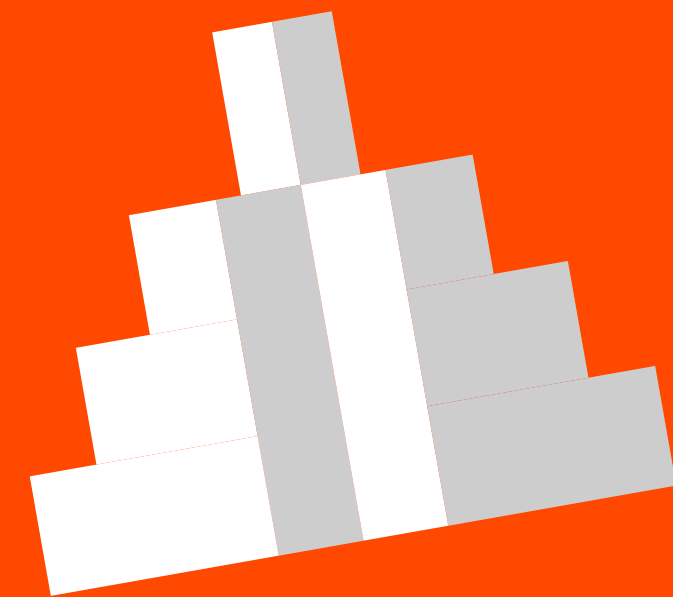
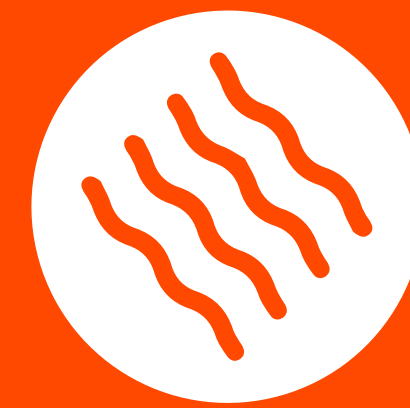
2 stages of music, dance, tradition, and movement

Chef demos, panels, and heritage storytelling

A full-day activity zone that drives nonstop engagement

Family-friendly, bilingual, high-energy programming

**THIS IS WHERE LATIN CULTURE APPEARS IN FULL COLOR:
NOT FILTERED, NOT EDITED, NOT COMMERCIALIZED.
A BRONX TAKEOVER WITH NATIONAL REACH.**



THE AUDIENCE:

CULTURE-MOVERS WITH REAL BUYING POWER

Latin Food Fest draws one of the most dynamic consumer bases in America.

30,000 attendees across two days • 2–3 hour average dwell time • High purchasing power • Multigenerational families • Young adults, Gen Z, and Millennials • Bilingual, digital-native, and brand engaged • Majority Latin, but culturally diverse and open

**PEOPLE DON'T WALK THROUGH THIS EVENT. THEY PARTICIPATE IN IT.
AND THEY BRING THEIR CULTURE (AND THEIR WALLET) WITH THEM.**



ECONOMIC IMPACT:

WHERE CULTURE MEETS COMMERCE

*Behind every booth is a small business.
Behind every small business is a family.
And behind every family is a community.*

Latin Food Fest functions as a micro-economic engine, generating meaningful revenue for food entrepreneurs while strengthening local commerce in the Bronx.

- ☀ High-volume sales across 70 vendors
- ☀ Vendors serving thousands within hours
- ☀ Attendees staying 2+ hours

- ☀ Press coverage that transforms businesses
- ☀ New wholesale deals + new customers
- ☀ Repeat visibility across our ecosystem

THIS IS FOOD AS A PATHWAY TO UPWARD MOBILITY.

STREET EATS FOUNDATION: **THE INCUBATOR**

Latin Food Fest is powered by our partners at **Street Eats Foundation**, turning the event into one of NYC's most effective small-business launchpads.

THIS PARTNERSHIP PROVIDES

- Vendor scholarships
- Training + mentorship
- Business development
- Application support
- Market access for first-time operators
- Acceleration for early-stage food entrepreneurs

This is where the next generation of Latin-owned restaurants, food brands, and culinary creators take their first step into the marketplace.

**BRANDS THAT ALIGN HERE GET CREDIT FOR
BUILDING THE FUTURE FOOD ECONOMY, NOT
OBSERVING IT.**





WE FEED AMERICA:

THE NATIONAL IMPACT LAYER

Latin Food Fest anchors **We Feed America**, a long-term storytelling and advocacy initiative focused on the people who feed communities every day.

WE SPOTLIGHT:

The food workers, cooks, street vendors, bakers, butchers, farmers, families, and culture-carriers who form the backbone of American food culture.

Partners can support:

- Workforce visibility
- National storytelling
- Community food programs
- Cultural preservation
- Policy-adjacent conversations
- Local hiring efforts

THIS IS WHERE CULTURAL CELEBRATION MEETS CIVIC RESPONSIBILITY.

MEDIA POWER & PROVEN RESULTS

Latin Food Fest has delivered major media partnership wins:

NBCU, Telemundo, NYC Tourism, AMNY, LinkNYC, and others.

Results include:

Thousands of brand touchpoints per day

Record-breaking sampling numbers

High-impact cultural storytelling

National bilingual visibility

150M+ digital impressions

Citywide advertising

Television coverage

**PARTNERS DON'T GET EXPOSURE,
THEY GET AUTHORITY.**





SPONSORSHIP ARCHITECTURE

TITLE PARTNER \$100,000+

THE FACE OF THE FESTIVAL. THE CULTURAL LEADER. THE NAME EVERY ATTENDEE SEES FIRST AND LAST.

This tier transforms a brand from sponsor to **co-owner of the cultural moment**.

WHAT THIS MEANS FOR THE BRAND:

- Co-naming rights: “[Brand] x Latin Food Fest 2026”
- Largest on-site footprint with high-impact staging, sampling, and engagement zones
- Full ownership of one of the two stages (all performances touch the brand)
- Hero placement in all advertising, ticketing, newsletters, and digital channels

- Inclusion in press outreach and media partner features
- Category exclusivity across the entire festival
- Custom content series produced with our team (chefs, performers, creators)
- VIP hospitality and executive hosting package
- Dedicated recap with data, content, and performance metrics



THIS TIER POSITIONS THE PARTNER AS A NATIONAL LEADER IN LATIN CULTURE, ECONOMIC MOBILITY, AND COMMUNITY INVESTMENT.

SPONSORSHIP ARCHITECTURE

PREMIER PARTNER \$50,000

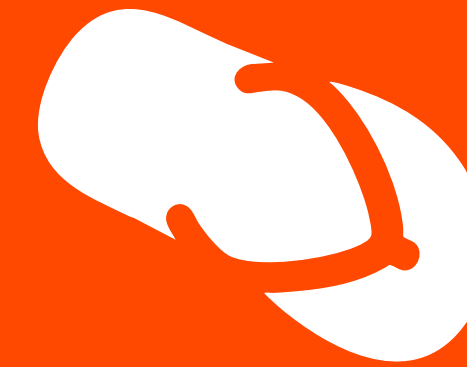
OWN A MAJOR FESTIVAL ZONE. SHAPE THE AUDIENCE EXPERIENCE.

This is the ideal tier for brands that want **big visibility** without the naming commitment.

WHAT THEY GET:

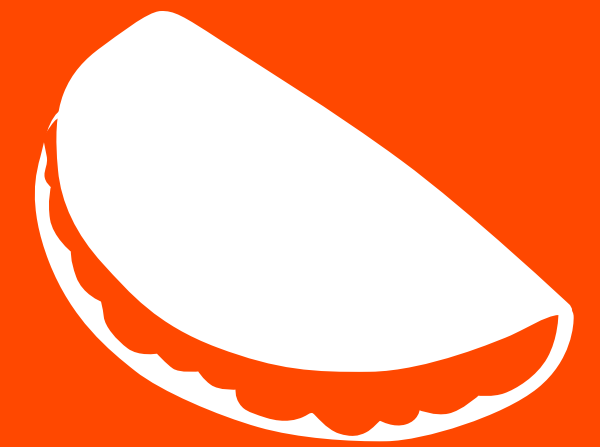
- Ownership of one signature festival environment:
 - The Music Stage
 - The Culinary Stage
 - Activity Zone
 - VIP Lounge
- Branded programming moments (“Presented by...”)
- Strong visual presence across festival signage and digital assets
- High-volume sampling or product trial footprint
- Social media inclusion and branded content amplification
- PR alignment and Hispanic Heritage Month tie-ins
- Exclusive category protection at the zone level

THIS TIER POSITIONS THE BRAND AS THE DRIVING FORCE BEHIND A MAJOR PART OF THE EXPERIENCE.



SPONSORSHIP ARCHITECTURE

CULTURAL PARTNER \$25,000



HIGH VISIBILITY. DEEP ENGAGEMENT. CULTURAL ALIGNMENT AT SCALE.

This tier is perfect for brands who want to show up with presence, credibility, and intention.

DELIVERABLES INCLUDE:

- Premium booth placement in a high-traffic corridor
- Co-created engagement moment (chef spotlight, trivia session, dance activation, food battle integration)
- Branded signage across the site and in digital guides
- Category exclusivity within shared programming spaces
- Social media features and content captures
- Rights to use Latin Food Fest marks in approved campaigns



THIS TIER SAYS, "WE'RE INVESTING IN THE CULTURE, NOT CHECKING A BOX".

SPONSORSHIP ARCHITECTURE

COMMUNITY PARTNER \$15,000



TARGETED VISIBILITY FOR BRANDS WITH SPECIFIC AUDIENCE GOALS.

Designed for companies, nonprofits, agencies, and government groups looking to reach Latin families, youth, and community members with clarity and authenticity.

INCLUDES:

- Branded booth or info hub
- Logo presence in festival programming
- Digital guide listing + QR integration
- Light social amplification

- Option to support Street Eats Foundation vendor scholarships
- On-site community activation (health resources, financial literacy perks, voter engagement, workforce outreach, etc.)

THIS TIER POSITIONS THE PARTNER AS A CONTRIBUTOR TO COMMUNITY WELL-BEING, NOT A MARKETER.

SPONSORSHIP ARCHITECTURE

FRIEND OF THE FEST \$5,000



ENTRY-LEVEL ACCESS INTO A POWERFUL CULTURAL SPACE.

For emerging brands, local businesses, or organizations wanting exposure without major activation costs.

INCLUDES

- Shared branded booth or small footprint
- Digital guide presence
- Logo in select materials
- Social shoutout
- Opportunity to upgrade into featured add-ons

THIS TIER IS THE ON-RAMP FOR FUTURE LARGER PARTNERSHIPS.

SPONSORSHIP ARCHITECTURE

CUSTOM PARTNERSHIPS VARIABLE (\$15,000—\$250,000+)

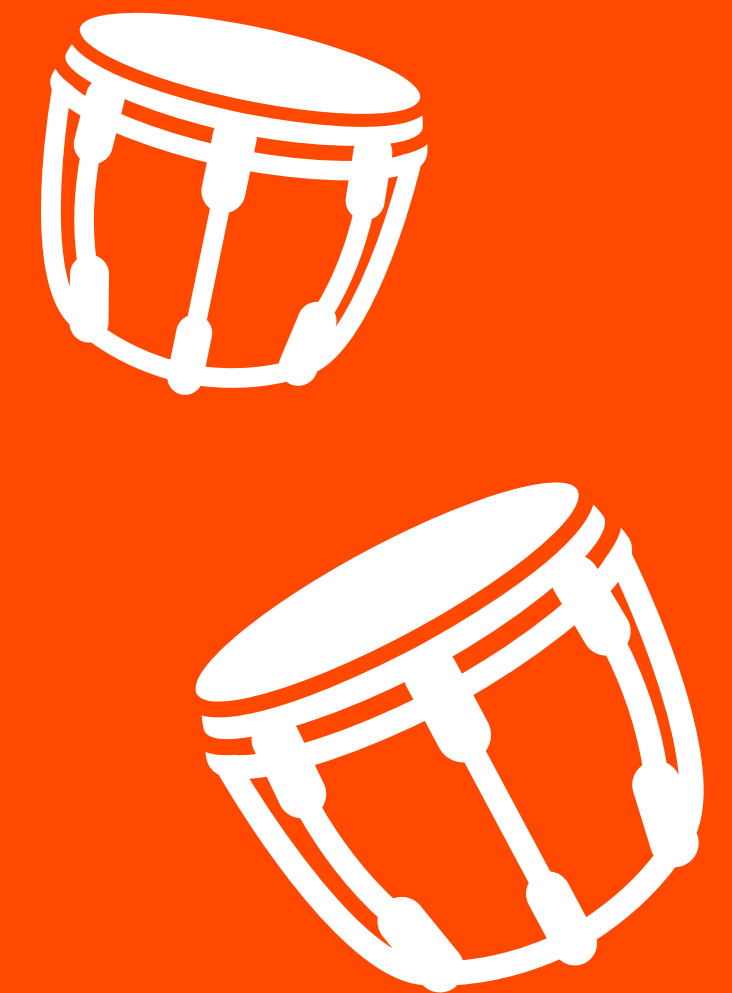
BUILT FOR CATEGORIES THAT REQUIRE BESPOKE EXPERIENCES — AUTO, TELCO, ALCOHOL, FINANCE, HEALTH, MEDIA, TECH.

Every brand has different KPIs. We build around them.

EXAMPLES:

- Auto test-drive arena or showcase
- Telecom charging lounge + network experience
- Financial services consultation hub
- Health + wellness community zone

- Beverage alcohol takeover with stage moments
- Tech-driven interactive installations
- Media broadcast pods, live hits, and content studios



**IF A BRAND NEEDS IT, WE BUILD IT.
IF A COMMUNITY NEEDS IT, WE INTEGRATE IT.**





OPTIONAL BOLT-ONS FOR DEEPER PARTNERSHIP

Branded content studio (festival x brand collaboration) • Chef stage integration • Large-scale food or drink collab • VIP experience ownership • Exclusive email feature (100K+) • Interactive installations • Photo/video capture packages • Creator amplification pods

Brands choose the level of cultural immersion they want

WE BUILD THE EXPERIENCE AROUND THEM.

THE ORIGINAL. THE ELEVATED. THE IMPACTFUL.

Latin Food Fest 2026 is where culture shows up, where small businesses rise, where brands earn relevance, and where the Bronx becomes the cultural capital of the country for a weekend.

WE'RE NOW CURATING OUR 2026 PARTNERS.

LET'S BUILD SOMETHING THAT MOVES CULTURE FORWARD.



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