

JOIN US FOR

# HAVANA *Nights*

2026 PENSACOLA  
LATIN SALSA FESTIVAL

SEPT ♦ 26 ♦ 2026

PENSACOLA MARITIME PARK





## BECOME A PARTNER IN CULTURAL PRESERVATION

Join us in celebrating the vibrant heritage and rich traditions of Puerto Rican and Caribbean culture. The 2026 Pensacola Latin Salsa Festival is more than an event—it's a movement dedicated to honoring and sharing the rich traditions, music, and cuisine of the Caribbean.

### Our Mission & Vision

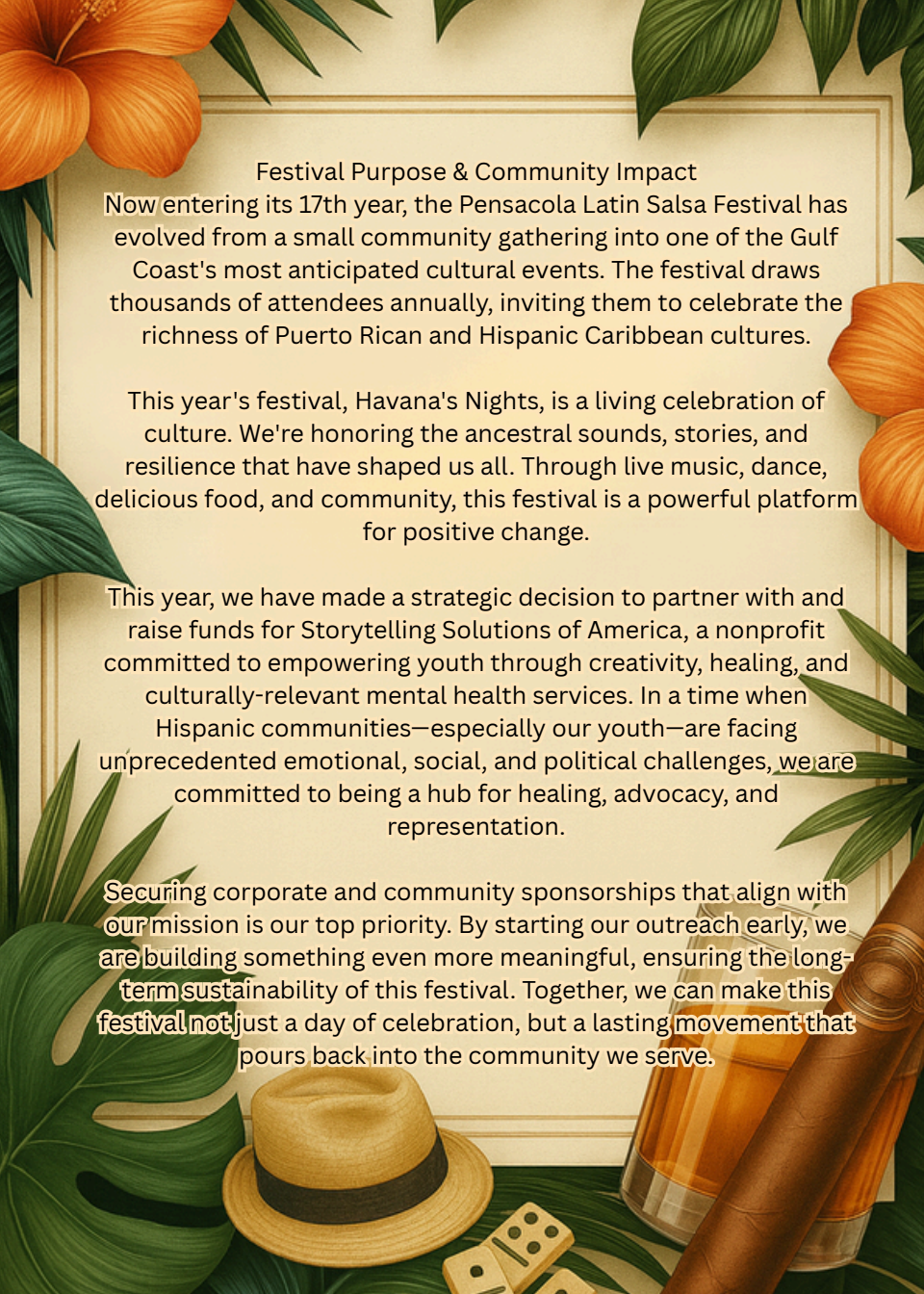
#### Mission:

To enrich the community of the Emerald Coast by celebrating, preserving, and promoting Puerto Rican and Caribbean culture through vibrant events like the annual Latin Salsa Music Festival. We are dedicated to fostering community unity, providing cultural education, and raising vital funds for local initiatives that empower youth and provide mental health services, thereby strengthening our community's foundation.

#### Vision:

To build an Emerald Coast community where the vibrant spirit of Puerto Rican and Caribbean culture is a foundation for empowering young people. By leveraging this culture, we will equip them with the resources, resilience, and sense of belonging needed for optimal mental well-being.





### Festival Purpose & Community Impact

Now entering its 17th year, the Pensacola Latin Salsa Festival has evolved from a small community gathering into one of the Gulf Coast's most anticipated cultural events. The festival draws thousands of attendees annually, inviting them to celebrate the richness of Puerto Rican and Hispanic Caribbean cultures.

This year's festival, Havana's Nights, is a living celebration of culture. We're honoring the ancestral sounds, stories, and resilience that have shaped us all. Through live music, dance, delicious food, and community, this festival is a powerful platform for positive change.

This year, we have made a strategic decision to partner with and raise funds for Storytelling Solutions of America, a nonprofit committed to empowering youth through creativity, healing, and culturally-relevant mental health services. In a time when Hispanic communities—especially our youth—are facing unprecedented emotional, social, and political challenges, we are committed to being a hub for healing, advocacy, and representation.

Securing corporate and community sponsorships that align with our mission is our top priority. By starting our outreach early, we are building something even more meaningful, ensuring the long-term sustainability of this festival. Together, we can make this festival not just a day of celebration, but a lasting movement that pours back into the community we serve.



## **CORPORATE SPONSORSHIP PACKAGES**

*EL CORAZÓN (THE HEART) - PRESENTING SPONSOR / \$15,000+*

*THIS IS OUR HIGHEST LEVEL OF PARTNERSHIP, OFFERING UNPARALLELED VISIBILITY AND A CENTRAL ROLE IN OUR CULTURAL CELEBRATION.*

*BENEFITS INCLUDE:*

- \* MAIN SPONSOR OF THE FESTIVAL*
- \* MAIN STAGE NAMING RIGHTS*
- \* THE LARGEST LOGO PLACEMENT ON ALL MATERIALS*
- \* PRESS COVERAGE*
- \* MULTIPLE SPEAKING OPPORTUNITIES*
- \* PROMOTIONS ON SOCIAL MEDIA, RADIO, AND TV*
- \* VIP ACCESS FOR 5*





## **RHYTHM SPONSOR | \$10,000**

*ALIGN YOUR BRAND WITH THE HEARTBEAT OF OUR FESTIVAL.*

*BENEFITS INCLUDE:*

- \* CO-PRESENTER NAMING RIGHTS*
- \* PROMINENT LOGO PLACEMENT ON ADVERTISEMENTS*
- \* A DEDICATED PRESS FEATURE*
- \* PROMOTIONS ON SOCIAL MEDIA*
- \* A SPEAKING OPPORTUNITY*
- \* VIP ACCESS FOR FOUR (4)*
- \* PROMOTION DURING THE FESTIVAL*
- \* 10X20 BOOTH SPACE*





**THE CULTURA SPONSORSHIP | SOLD OUT**  
*ELEVATE YOUR BRAND AND BECOME A CHAMPION OF CARIBBEAN  
CULTURE.*

- \* *SOCIAL MEDIA SPOTLIGHT*
- \* *VIP ACCESS FOR TWO:*
- \* *ON-STAGE SPEAKING OPPORTUNITY*
- \* *PREMIUM 10X10 BOOTH SPACE*
- \* *DIGITAL AND PRINT RECOGNITION*
- \* *EVENT ACKNOWLEDGMENT*





## **COMMUNITY BUILDER | \$2,500**

*JOIN US IN BUILDING A STRONGER COMMUNITY. THIS LEVEL INCLUDES WEBSITE AND LOGO LISTING, A VENDOR BOOTH, AND SPECIAL ACKNOWLEDGMENT DURING THE EVENT.*

*LOCAL BUSINESS & COMMUNITY SPONSORSHIP PACKAGES*



## ROOTS PARTNER | \$1,500

*PLANT YOUR BRAND'S ROOTS IN OUR COMMUNITY CELEBRATION. THIS PACKAGE INCLUDES VENDOR SPACE, YOUR NAME ON OUR SPONSOR BANNER, AND A SOCIAL MEDIA FEATURE.*







## **SUPPORTER SPONSOR | \$750**

*SHOW YOUR SUPPORT FOR THIS VIBRANT CULTURAL EVENT.*

*BENEFITS INCLUDE LOGO OR NAME PLACEMENT ON OUR WEBSITE, BOOTH SPACE, AND A THANK YOU ON SOCIAL MEDIA.*





**FRIEND OF THE FESTIVAL | \$250-\$500**

*BECOME A VALUED FRIEND OF THE FESTIVAL AND HELP US  
MAKE A DIFFERENCE. YOUR NAME WILL BE LISTED ON OUR  
WEBSITE AND SOCIAL MEDIA, WITH THE OPTION TO DONATE  
SWAG.*





# MAP OF THE FESTIVAL GROUNDS

