

Hispanic Heritage Festival
25 Years United By Education



SPONSORSHIP PACKAGE



Call us at (864) 402-4207
to find out more
www.ahamsc.org/hhf

WHO WE ARE

We are a group of hard working women who are passionate about education and culture. We are dedicated to helping the Hispanic Community achieve a better future via higher education. We make this happen with the magic of volunteerism!

Year to date, we have fundraised almost half a million dollars, all towards student scholarships. This is made possible via events and initiatives that we lead and support; we also promote the culture and traditions of the many Hispanic countries we represent.



OUR MISSION

“Increase the rate of Hispanic youth entering higher education through training, social management, the promotion of culture and the provision of scholarships in the South Carolina Upstate.”

AHAM is the only Hispanic 501(c)(3) non-profit organization that, since 1999, has been dedicated to promoting higher education among high school students of Hispanic descent through educational scholarships in the Upstate of South Carolina. We have been granting scholarships for higher education for 25 consecutive years.

Hispanic Heritage Festival

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HISPANIC HERITAGE FESTIVAL BY THE NUMBERS

More than 3000
attendants.

More than 60
exhibitors.

More than 17 countries
sharing culture and
traditions.

8 hours of cultural and
artistic content.

20 + media
representatives
present

100 artists

More than half a ton of
food

More than 400
volunteers.

More than 20 sponsors.

More than 10,000
square foot.

Proclaimed by the
Greenville Mayor as
The Official "Hispanic
Heritage Festival of the
Upstate"

More than 100 unpaid
articles and mentions
in journals

Hispanic Heritage Festival

25 *Years United By Education*

Fluor Field at the West End
Sunday, Oct 1, 2023, from 12 pm - 6 pm

OUR HOST LOCATION



WEST END EVENTS
at Fluor Field

BECOME AN EVENT SPONSOR



Our organization is rooted in the Hispanic community of the Upstate of South Carolina, a fast-growing demographic that we've had the honor to support since 1999 by providing scholarships for higher education. We are proud to invite everyone in our community to this year's Hispanic Heritage Festival, and, as we do every year, provide the opportunity to taste Latin American cuisine, enjoy music, learn about our countries, and have lots of fun while raising money for a great cause. We are thrilled to be back this year at the Fluor Field at the West End, located in the heart of downtown Greenville. The Fluor Field at the West End offers excellent exposure for your company. We are looking to partner with local businesses and corporations interested in sponsoring our Festival.

PRESENTING SPONSOR



- Branding display in all our social media (Facebook and Instagram)
- 10 tickets for event access
- Brand Activation
- Logo display in all our flyers/art that will be utilized in the promotion/marketing of our festival
- 10x10 Booth special location the day of the HHF/Event
- Commercial presentation in an AHAM meeting
- Logo presence/showcase on our website
- Logo Display during our signature events Scholarship ceremony 2024 and Gala 2023



\$20,000.00

GOLD SPONSOR

- Branding/logo display in all our social media (Facebook and Instagram)
- 8 tickets for HHF/Event access
- Commercial presentation in an AHAM meeting
- Logo display in all our flyers/art that will be utilized in the promotion/marketing of our festival
- 10x10 booth special location the day of the HHF/Event
- Logo display during our signature event Gala 2023
- Logo presence/showcase on our website



\$15,000.00

SILVER SPONSOR

- Showcase of display during HHF/Event
- Mention brand via AHAM's social media
- 6 tickets for HHF/Event access
- 10x10 booth size the day of the HHF/Event
- Logo presence/showcase on our website
- Logo presence showcase in our flyers used to promote HHF/Event



\$10,000.00

BRONZE SPONSOR

- Showcase of display during HHF/Event
- Mention brand via AHAM's social media
- 4 tickets for HHF/Event access
- A booth the day of the HHF/Event
- Logo presence/showcase on our website



\$5,000.00

EXHIBIT SPONSOR

- Mention brand via AHAM's social media
- A booth the day of the HHF/Event
- Logo presence/showcase on our website



\$2,000.00

SEND YOUR APPLICATION

Application Deadline
Friday, Sep 1, 2023



Scan QR code for more details
festival@ahamsc.org

WWW.AHAMSC.ORG/HHF

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higher education



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