



Latin American
Association

Latin Fever Ball

October 2, 2021 | InterContinental Buckhead | 7:00 p.m. | In-Person

Latin Fever Ball is Atlanta's most anticipated black-tie event and the LAA's most important fundraising event of the year. Now in its 33rd year, this one-of-a-kind gala, features Latin cuisine, dancing, and entertainment. Latin Fever Ball brings together business and civic leaders in support of the Latino community.

In 2020, the virtual presenting sponsor for Latin Fever Ball was UPS with additional main sponsors including Cox, Georgia Power, The Coca-Cola Company and Georgia Pacific. The Virtual Latin Fever Ball presidents were Sam Zamarripa, CEO of Intent Solutions, and Rudy Beserra, Vice President of Latino Affairs for The Coca-Cola Company.

\$65,000 | Presenting Sponsor

- Top recognition as Presenting Sponsor
- Three VIP tables of ten with premier seating
- Sponsorship exclusivity within your industry
- Prominent logo placement on all event materials, social media, and recognition in all media releases
- Company will be exclusively featured on the Latin American Association website homepage and event webpage with logo placement including link to company website
- Premiere placement of logo in social media and digital sponsor recognition materials
- Opportunity to give two-minute remarks
- Full-page ad in the Latin Fever Ball electronic program
- Prominent mention by emcee
- Opportunity to provide a trinket item for event attendees

\$35,000 | Diamond Sponsor

- Two VIP tables of ten with premier seating
- Logo placement on all event materials and recognition in all media releases
- Company will be featured on event webpage with logo placement and link to company website
- Special placement of logo in social media and digital sponsor recognition materials
- Full-page ad in the Latin Fever Ball electronic program
- Special recognition by emcee

\$20,000 | Platinum Sponsor

- One table of ten with premier seating
- Logo placement in event marketing materials, social media, website, printed gala invite & program, signage, and gala presentation
- Half-page ad in the Latin Fever Ball electronic program
- Special mention by emcee



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\$10,000 | Gold Sponsor

- Eight seats at Latin Fever Ball
- Logo placement in event marketing materials, social media, website, printed gala invite & program, signage, and gala presentation
- Logo placement on event webpage
- Half-page ad in the Latin Fever Ball electronic program
- Special mention by emcee

\$5,000 | Silver Sponsor

- Four seats at Latin Fever Ball
- Name listed on all event materials and sponsor recognition materials
- Name listed on event webpage
- Name listed in the Latin Fever electronic program

\$2,000 | Patron Sponsor

- Two seats at Latin Fever Ball
- Name listed on all event materials and sponsor recognition materials
- Name listed on event webpage
- Name listed in the Latin Fever electronic program

All replies must be received by September 3, 2021 for inclusion in all program materials

For more information or for sponsorships, please contact Jessica Martinez at jmartinez@thelaa.org or 404.638.1836.

Contact: Jessica Martinez, jmartinez@thelaa.org | **Phone:** 404.638.1836