

Viva Tampa Bay 2022



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Viva Tampa Bay

What, Where, When

Attendee profile

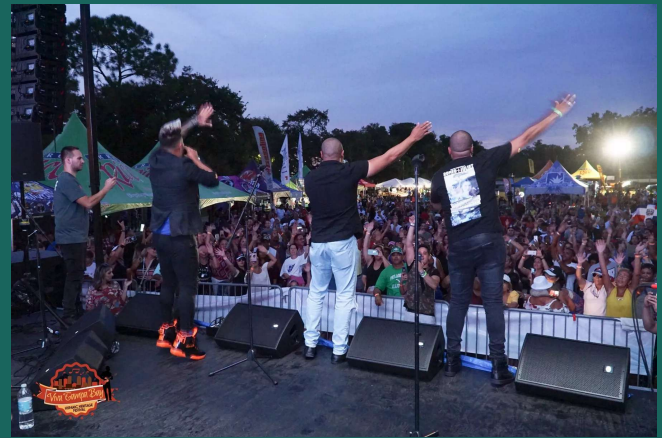
Purpose of event

Event video

Featured on

Sponsor opportunities at Viva Tampa Bay!

Contact Us



What, Where, When

Viva Tampa Bay(OCTOBER 2022)

The annual Viva Tampa Bay is our marquee event, which attracted over 10,000+ guests and growing. During **National Hispanic Heritage Month** (September 15 to October 15) through the ViVa Tampa Bay community heroes awards, we recognize the contributions made and the important presence of Hispanic and Latino Americans to the United States and celebrate their heritage and culture. Hispanics have had a profound and positive influence on our country through their strong commitment to family, faith, hard work, and service. They have enhanced and shaped our national character with centuries-old traditions that reflect the multiethnic and multicultural customs of their community. Our Festival is based on a family fun environment, with food, drinks, art, culture and music in a positive light.

For sponsors, this is a unique opportunity to connect with like-minded individuals and business professionals because Viva Tampa Bay is committed to:

1 Making the event more connected than ever.

Through our marketing efforts with partners from iHeart media and Rumba 106.4 FM, MOR TV, Univision 49, reaching over 500,000 in Tampa Bay and Central Florida with radio, social media, TV, commercials and grass roots marketing. Viva Tampa Bay drives in new business and collaboration.

2 Boosting the sales of our corporate partners.

Our sponsors see first-hand how their business is supported by the Hispanic community by way of Hispanic purchasing power and influence they have not experienced at other festivals.

3 Telling stories like yours.

For the past 7 years Viva Tampa Bay has contributed multiple investments to the City, with our previous festivals and our Viva Heritage award ceremonies. We provided a boost in tourism, short and long term economic growth, arts recognition, culture and heritage pride, recognition of Hispanics in Tampa along with the appreciation of boosting what Tampa has to offer.

Attendee profile

Viva Tampa Bay is proud to have such a diverse and inclusive audience attending. Our audience consists of families, children, elderly, couples, active duty military members, veterans, first responders, students and individuals who are either Hispanics or non-Hispanic that want to participate in the art, cultural, musical, history of the biggest Hispanic Heritage in the city of Tampa and celebrate Hispanic Heritage month. Attendees work in all sectors of the industry, and arrive from all over Tampa and Central Florida to participate in our signature festival.

This business development opportunity is a great way to engage, to introduce yourself to prospective customers as well as promote growth strategies with existing clientele!



Purpose of event

The purpose of ViVa Tampa Hispanic Heritage Festival is to kick off the annual Hispanic heritage month celebration and to showcase Tampa's cultural heritage by celebrating the historical character and diversity of our city. Viva Tampa Bay is an exciting Family Art & Cultural Festival, celebrating the beauty of Tampa Bay's Hispanic Communities. Guests will enjoy delicious Latin foods, festivities and local band performances dedicated to Hispanic Heritage. Cultural dance exhibitions, and recognition of our cities most influential Hispanic leaders who will be receiving the prestigious ViVa Tampa Bay Heritage **Community Heroes Award** in the following categories of: first responders, business, community, health, academics, athletic, humanitarians Gold Star families and the category of the Amigo and Amiga award. Viva Tampa Bay provides disaster relief through Course of Action Foundation based on the principles of mutual aid, and direct action to impacted communities in Tampa, Florida, Texas, Louisiana, Bahamas, Puerto Rico, North Florida, South America and most recently Ukraine. Viva Tampa Bay also provides scholarship grants to high school students. The limited Festival proceeds allows Course of Action foundation to award scholarship grants to high school students since 2015. Viva Tampa Hispanic Heritage festival once again meets Tampa's vision and enables the following components; ViVa Tampa Bay reinforces, Tampa's cultural roots, historical attributes, is family oriented attracting daytime and early evening crowds, maintains and improves Tampa's traditional events and promotes the arts. Viva Tampa wants ALL the guests to enjoy delicious Latin foods, festivities and local band performances dedicated to Hispanic Heritage. Our goal is that our guests leave with an appreciation for the roots of Hispanic cultural Heritage in Tampa, the arts and the traditions held.



Event video

Check out our Viva Tampa Bay video to get a better understanding of how special this event is and the impact corporate sponsorship and partnership has in making a difference.



Partnering with Viva Tampa Bay will give your business:

Brand Visibility

Targeted Marketing

Efficient Lead Generation

Audience Insights

More Business to Business Relationships

Community Goodwill

Celebrate Hispanic Heritage Month by honoring generations of Hispanic Americans residing in Tampa Bay, and across our Sunshine State as well as the nation for their social, cultural and economic contributions!

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Tampa Bay Times



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Sponsor opportunities at Viva Tampa Bay!

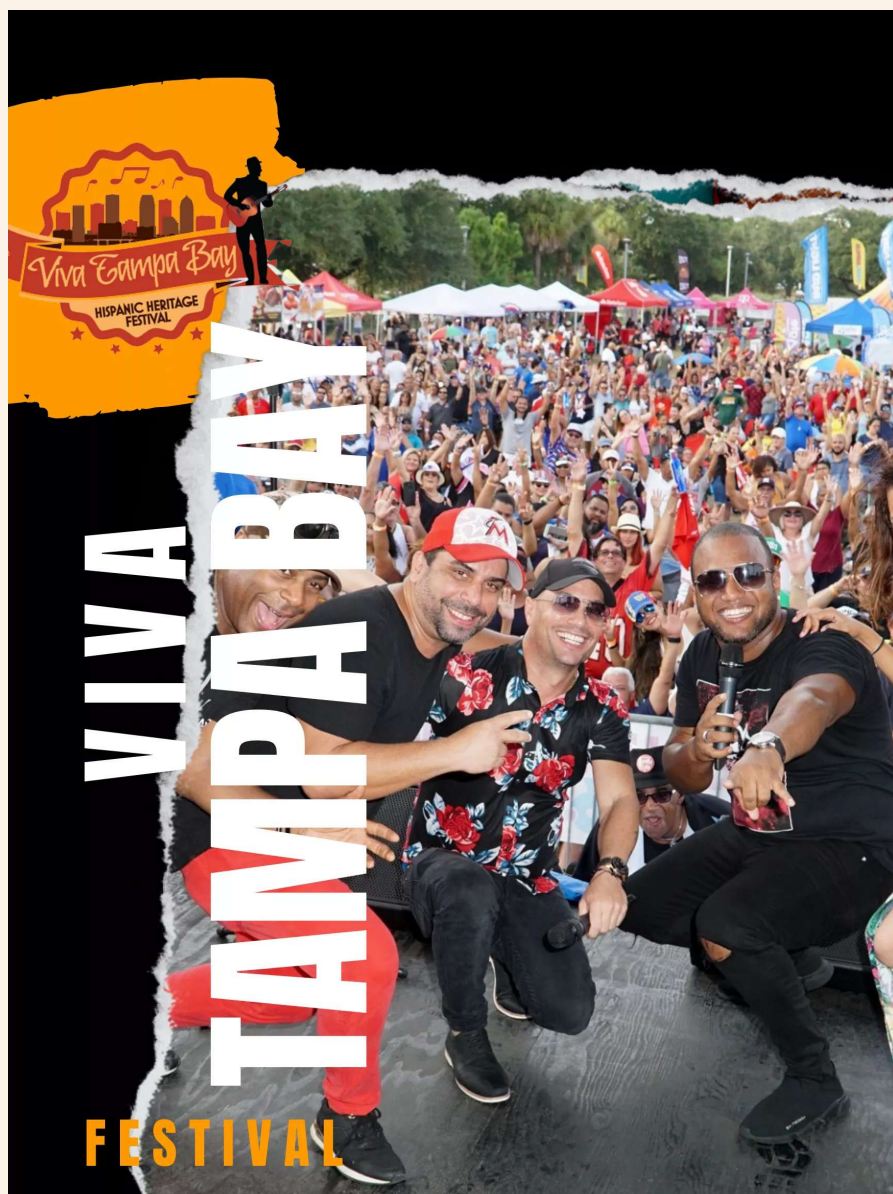
Sponsorship options include exhibiting at our next event. Showcase your business at Viva Tampa Bay. Proceeds are donated to COURSE OF ACTION FOUNDATION, a 501c3 foundation. The Course of Action Foundation is committed to strict stewardship to ensure public and private donations are allocated and spent directly to promote Tampa trade, children education programs and humanitarian relief activities to help our community in times of natural disasters. This is an excellent way to network, cultivating new Hispanic business relationships while supporting such a worthwhile cause. Visit us www.coafoundation.com for more information.

Our event management team will coordinate with you to find the perfect sponsorship fit for best connecting with your audience. We offer our access to our previous vendors and would like to discuss event set up including food and other vendors that have attended our event for past seven years. Contact us to set up your perfect sponsorship with Viva Tampa Bay!



Course of Action Foundation Scholarship recipients

Contact Us



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