



## 2023 Viva Tampa Bay Hispanic Heritage Festival Event Overview

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# EVENT PURPOSE

**Viva Tampa Hispanic Heritage Festival** 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. The goal is that guests leave with an appreciation for the roots of Hispanic cultural Heritage in Tampa, the arts, and the traditions held.

- ▼ Recognition of our cities most influential Hispanic leaders who will be receiving the prestigious Viva Tampa Bay Heritage Community Heroes Award.
- ▼ 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.
- ▼ Festival proceeds allows Course of Action foundation to award scholarship grants to high school students since 2015.



# 10<sup>th</sup> Annual Viva Tampa Bay Hispanic Heritage Festival

In celebration of Hispanic Heritage month

**October 8<sup>th</sup>, 2023**  
11:00am – 9:00pm

**Harvey Perry Sr. Park**  
900 East Scott Street  
Downtown Tampa

**10,000 Attendees**

Our philanthropic partner benefits the  
**COURSE OF ACTION**  
**FOUNDATION**, a 501c3 foundation.







Media Partners



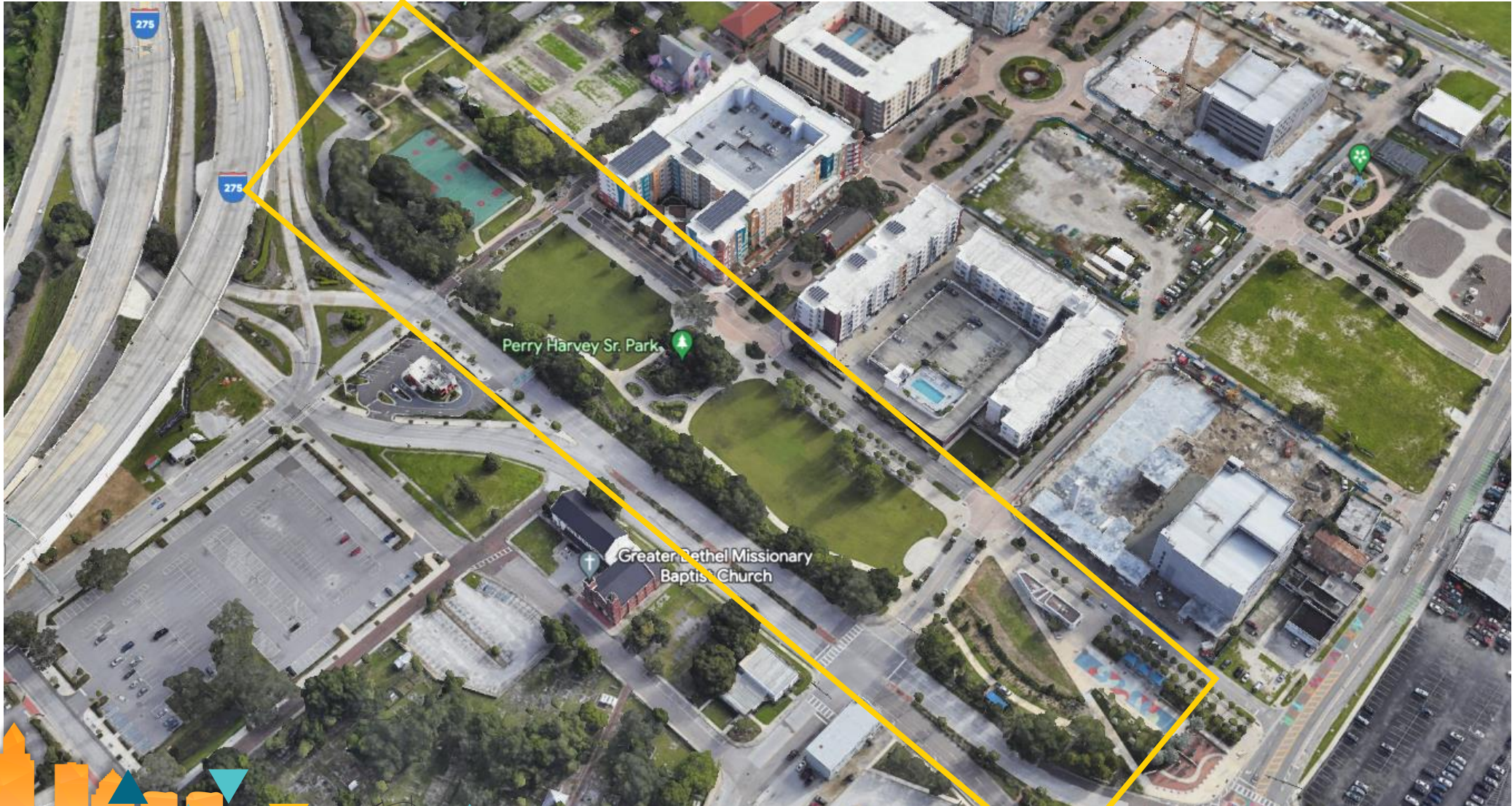








# 2023 Location Addition







# 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-Hispanics 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.



# Partnership Opportunities

- ▼ Naming Rights Of On-site Area – VIP Area, Family Zone, Stage, Etc
- ▼ Heritage Awards Partner – (See Next Slide 9)
- ▼ VIP Experiences – Includes Tickets, Parking And Meet & Greet (Artists TBD)
- ▼ Display Area
- ▼ On-site Branding
- ▼ Event Tickets
- ▼ On-air Radio Promotion
- ▼ Brand Inclusion On Telemundo Television Campaign
- ▼ Custom Activations
- ▼ Sampling





# Heritage awards

## Thursday October 5<sup>th</sup>, 2023

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

- ▼ First responders
- ▼ Business
- ▼ Community
- ▼ Health
- ▼ Academics
- ▼ Athletic
- ▼ Humanitarians
- ▼ Gold star families
- ▼ The Amigo and Amiga award



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# Thank You...

For Partnership Inquiries:  
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