



# 2025 El Día del Salvadoreño

3rd Annual North Texas Salvadoran Festival

*Hispanic Heritage Month Sponsorship Opportunities*

**October 5, 2025**

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# 2025 North Texas Salvadoran Festival

- **DATE:** Sunday, October 5, 2025
- **TIME:** 11AM – 10PM
- **LOCATION:** Levy Event Plaza [501 E Las Colinas Blvd, Irving, TX 75039]
- **EXPECTED ATTENDANCE:** 10,000+
  - This is the 3<sup>rd</sup> annual festival that Cultural Events and Festival has hosted in North Texas.
  - A concert and family celebration of **Salvadoran and Latin American heritage**
  - Salvadoran and Hispanic music superstars will take the stage for one day only
  - Live Music, Booths, and Sampling
  - Great traditional food and drink
  - Local and National brand participation



## Our Mission

Celebrate the **Salvadoran American** community to foster cultural unity and cultivate the cultural values of our country with other **Latin American** communities in the United States, so that our children do not lose our cultural roots.



## Our Story

Established in 1999 by Salvador Gómez Góchez during his tenure as President of the Salvadoran American National Association (SANA) in Los Angeles, our journey began with a vision to celebrate and honor Salvadoran heritage.

In 2006, Congresswoman Hilda Solís, of Nicaraguan origin, introduced the motion to the United States House of Representatives, who unanimously passed resolution HR-721, declaring August 6 as "El Día del Salvadoreño."

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## Our Why

- "El Día del Salvadoreño" is a vibrant event that unites the Salvadoran community in Dallas Fort Worth, Texas. It serves as a joyful reunion, allowing attendees to reconnect with the rich customs and traditions of our homeland.
- This celebration of Salvadoran identity and pride resonates throughout the United States of America, showcasing the diversity and vibrancy of our culture.



## Festival and Gala Musical Groups



El Día del Salvadoreño 2025

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# 2025 North Texas Salvadoran Gala

- **DATE:** Saturday, October 4, 2025
- **TIME:** 6pm-11pm
- **LOCATION:** The Westin Irving Convention Center at Las Colinas
- The gala takes place the night before the festival to kickoff the festivities. Join us for a night of dancing, dinner, and an award ceremony showcasing “Hispanic Pride” Leadership award recipients.







# Social Responsibility

**Hospital comparisons**  
A look at the current Children's Hospital vs. the new Children's Hospital:

Current hospital	New hospital
1.89 million square feet	2 million square feet
4,198 parking spaces	6,000+ parking spaces
400 beds	552 beds with space for future expansion
47 beds Level IV Neonatal ICU	96 beds Level IV Neonatal ICU

SOURCE: Children's Health Michael Hogue/Staff Artist



A percentage of event proceeds will be donated to the following organizations:

- **Hospital Bloom in El Salvador:** Children's Emergency Services
- **Children's Health<sup>SM</sup>:** Support to build their new campus scheduled to open in 2030.

benefiting  
**children'shealth**<sup>®</sup>

# **TOYOTA** of IRVING Partnership



A **2025 Toyota Tacoma** will be raffled at the festival. A portion of the raffle proceeds will benefit **Children's Health<sup>SM</sup>** and **Bloom Pediatric Hospital**. More information will be shared soon on raffle ticket purchases.

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## Featuring::

- Traditional Salvadoran foods
- Latin food trucks
- Treats for children, popcorn, snow cones, cotton candy, and clowns.
- Craft sales
- Children's Area
- Presentation of Salvadoran investments and opportunities
- Businesses showcasing their products and services
- Folkloric Dance Groups
- Musical Groups and DJs [including *cachiporras*].



## 2025 Theme: Celebrating our Culture and Prioritizing our Health

We are partnering with health care systems and partners to emphasize Latino Health

- Medical Screenings
- Vaccines
- Health and Wellness Consultants
- Community Resources: Non-for-profit entities and Community Based Organizations
- Insurance Education and Accessibility via Community Health Workers..

## Benefits of Participating



✓ Community Engagement:

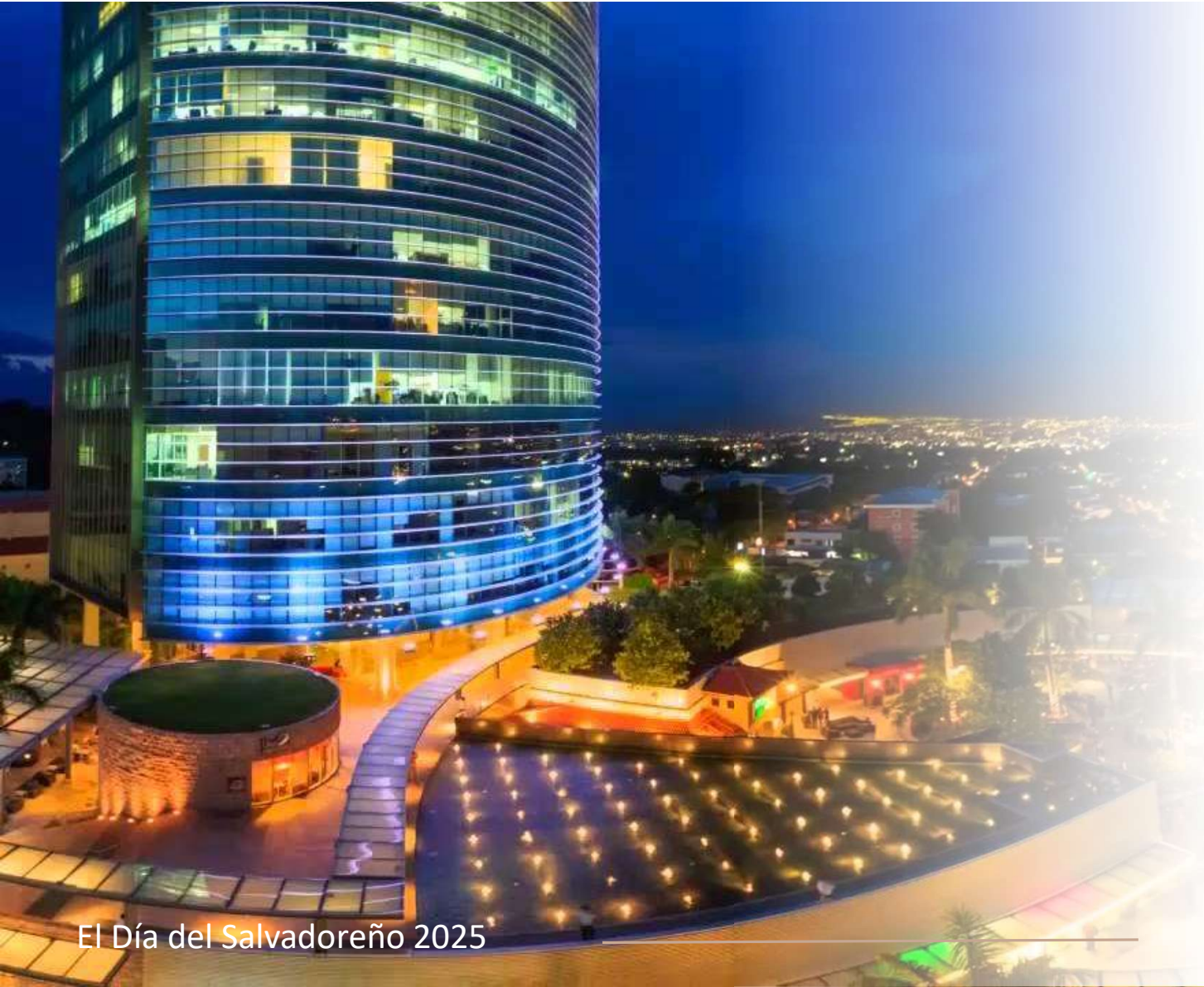
✓ Brand Visibility

✓ Corporate Social Responsibility

✓ Networking Opportunities

✓ Market Expansion

✓ Positive Public Relations



El Día del Salvadoreño 2025

## 2024 Sponsors:



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# SPONSORSHIP

## LEVELS

### DIAMOND

- ✓ Radio Ads [5 seconds tagline]
- ✓ Full Page Magazine Ad
- ✓ Social Media Postings
- ✓ Pre-Event Kickoff Commercial
- ✓ 1 booth [10x20] or 2 [10x10]; with canopy included ; One table and 4 chairs included
- ✓ Festival Opening Statements- 5 minutes on stage
- ✓ 10 festival admission tickets
- ✓ 1 VIP table [for 10 guests] to the gala
- ✓ Gala opening statements- 10 minutes to promote your brand
- ✓ Brand showcased via large banner at the festival entrance
- ✓ Brand showcased via mini jumbotron during concert appearances

**\$25,000**

### PLATINUM

- ✓ Radio ads [5 seconds tagline]
- ✓ ½ page ad in a Salvadoran Magazine
- ✓ Social media postings
- ✓ 1 booth [10x10] with canopy included; One table and 2 chairs included.
- ✓ 5 festival admission tickets
- ✓ 4 VIP tickets to the gala
- ✓ Gala opening statements- 3 minutes to promote your brand.
- ✓ Brand showcased via mini jumbotron during concert appearances.

**\$ 15,000**

## Media Partners





# SPONSORSHIP

## LEVELS

### GOLD

- ✓ Social Media Postings
- ✓ 1 booth [10x10]
- ✓ 4 VIP tickets to the gala
- ✓ 4 festival admission tickets

**\$10,000**

### SILVER

- ✓ Social Media Postings
- ✓ 1 booth [10x10]
- ✓ 2 VIP tickets to the gala
- ✓ 2 festival admission tickets

**\$5,000**

### BRONZE

- ✓ Social Media Postings
- ✓ 1 booth [10x10]
- ✓ 2 VIP tickets to the gala

**\$3,000**





# SPONSORSHIP

## LEVELS

### CULTURAL SPONSOR

- ✓ Social Media Postings
- ✓ 1 booth [10x10]

**\$1,500**

### VENDOR BOOTH

- ✓ 1 booth [10x10]
- ✓ On-Stage Acknowledgments

**\$750**

### Non-Profit Vendor Booth

- ✓ 1 booth [10x10]
- ✓ On-Stage Acknowledgments

**\$500**

### FOOD TRUCK

- ✓ Parking spot; must bring your own generator

**\$500**

# Become a Sponsor

**Sponsorship Payments** can be made here: <https://square.link/u/Ojuaqzvl> or via QR Code. If you have any questions, please see our contact page.





We appreciate your participation in  
El Día Del Salvadoreño event in  
North Texas.

With the help of our event  
sponsors, vendors, and community  
stakeholders-- we know that we  
can make this an annual event that  
showcases the history, culture, and  
beauty of **Salvadoran and Latin  
American people** residing in North  
Texas and beyond.



**Connect with us  
on social media!**



El Día del Salvadoreño 2025

## Contact

**Evelyn Molina**

President/CEO

469.446.1041

**Mona Elshenawy**

Festival Co-Chair

214.715.9417

[mona@culturaleventsandfestival.com](mailto:mona@culturaleventsandfestival.com)

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## El Salvador Wants To You

- ✓ Go on vacation
- ✓ Invest in Properties
- ✓ Invest in business
- ✓ Potentially retire in El Salvador!

**Did you know that El Salvador is now one of the safest nations to visit on vacation in the Western Hemisphere?**

