



Promotional Packages 2024

August
04

51 MANNAKEE ST, ROCKVILLE, MD 20850
FROM 11AM TO 7PM



www.cotsa.org



*By decree in the United States this Festival
is celebrated on the first Sunday in August.*

www.cotsa.org

51 MANNAKEE ST. ROCKVILLE, MD 20850



Salvadoran American Transnational Communities

UNITED FOR A BETTER EL SALVADOR

COTSA celebrates "Día Nacional Salvadoreño Americano - Una Celebración de Todas y Todos" (Salvadorian-American National Day) A Celebration for All will take place at Montgomery College, on Sunday, August 04, 2024 from 11:00 am to 7:00 pm, will include Live Music, Food, Health Fair and information about important community programs and resources for our community.

COTSA is a non-profit coalition of 15 community-based organizations that work throughout the year to help El Salvador. Our mission is to encourage civic participation in educational programs, cultural events, and charitable efforts to support development projects in our communities of origin. By supporting COTSA, you are helping young people attend college and fulfill their academic and professional aspirations. You will also be received as a guest at our annual Gala on November, 2024, where we present scholarships to deserving and hard-working young people from underserved communities.

Salvadorans are the largest segment of the Latino population in the Washington metropolitan area, through the years the community has spanned over three generations. This celebration will bring local leaders together such as elected officials, political representatives from El Salvador, community organizations, sports organizations, and the Hispanic owned business elite.

Contact Us:

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www.cotsa.org

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Platinum Package \$20,000

- ✓ 3X5' banner on stage (Provided by client).
- ✓ 300 shared 60-second radio, promotional commercials in Radio America 900 AM.
- ✓ 36 shared 30-second television promos.
- ✓ Company's logo in (2) 1/2 pg., ads in El Tiempo Latino promoting the Festival.
- ✓ (1) 728x90 ad banner size on www.cotsa.org. Frequency 3 months.
- ✓ 5 Facebook posting—Client must supply content, logo.
- ✓ 20 announcements from the stage by the Master of the ceremony. Client provides script, 15 seconds.
- ✓ 3 Opportunity for a representative to address the audience.
- ✓ One 20x20 booth space: Tent, (1) table and (2) chairs will be provided.
- ✓ Company's logo on Big Screen.
- ✓ Company's logo on our website www.cotsa.org. Frequency 3 months.

The representative from the major sponsor will go on stage and pick the winner and announce the winner of the car Your Company will be the Your Company Official Sponsor of 3 extra events throughout 2024:

- ✓ Candidates for Miss Cotsa.
- ✓ The Election and Coronation of Miss Cotsa.
- ✓ Cotsa's Annual Gala at the Civic Center in Silver Spring (November, 2024)

You will also receive four tickets to each event. Your company logo will be used in all promotional materials and featured in the event itself, and you are welcome to have a representative from your company to address the audience.

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Gold Package 15K

- ✓ 3X5' banner on stage (Provided by client).
- ✓ 185 shared 60 second radio, promotional commercials in Radio America 900 AM.
- ✓ 36 shared 3 -second television promos.
- ✓ Company's logo in (2) 1/2 pg., ads in El Tiempo Latino promoting the Festival.
- ✓ (1) 300x250 Big Box ad size on www.cotsa.org. Frequency 3 months.
- ✓ 2 Facebook posting-Client must supply content, logo.
- ✓ 15 announcements from the stage by the Master of the ceremony. Client provides script, 10 seconds.
- ✓ Company's logo on Big Screen.
- ✓ 1 Opportunity for a representative to address the audience.
- ✓ One 20x20 booth space: Tent, (1) table and (2) chairs will be provided.
- ✓ Company's logo on our website www.cotsa.org. Frequency 3 months.

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Silver Pack 10K

- ✓ 3X5' banner display (Provided by client).
- ✓ 60 shared 60-second radio, promotional commercials in Radio America 900 AM.
- ✓ Company's logo in (2) 1/2 pg., ads in El Tiempo Latino promoting the Festival.
- ✓ 1 Facebook posting-Client must supply content, logo.
- ✓ 10 announcements from the stage by the Master of the ceremony. Client provides script, 10 seconds.
- ✓ One 10x10 booth space: Tent (1) table and (2) chairs will be provided.
- ✓ Company's logo on Big Screen.
- ✓ Company's logo on our website www.cotsa.org. Frequency 3 months.

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Bronze Package \$5,000

- ✓ Company's logo in (2) 1/2 pg., ads in El Tiempo Latino promoting the Festival.
- ✓ One 10x10 booth space: Tent, (1) table and (2) chairs will be provided.
- ✓ Company's logo on Big Screen.
- ✓ 3 announcements from the stage by the Master of the ceremony.

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