

LA ASOCIACIÓN ESPAÑOLA DE NUEVA IBERIA, INC. (LAENI)



**April 21 - 23, 2023**

**“Sweet Home New Iberia” / “Dulce Hogar Nueva Iberia”**

**Honoring our Past, Celebrating our Sweet Future**

**Historic Downtown New Iberia, LA**

**[www.newiberiaspanishfestival.com](http://www.newiberiaspanishfestival.com)**

January 12, 2023

Hola Festival Amigos,

It's that time of the year where we celebrate our Spanish Culture & Heritage in New Iberia. La Asociación Española de Nueva Iberia, Inc. (LAENI) is pleased to announce that our 9th Annual El Festival Español de Nueva Iberia (New Iberia Spanish Festival) will take place on April 21-23, 2023 downtown New Iberia. Our NEW Three-day Festival will attract people and visitors from all over to enjoy the taste of Spain down on the Bayou Teche. From Spanish entertainment and local musical performers, to the aroma of smells from the Paella/Jambalaya Cook-Off. Along with great music and entertainment, there will be lots of family fun for all ages including carnival rides and games, boat parade and street parade, arts & crafts show and more. Patrons can also trace their ancestry at the Spanish Genealogy displays located at the Sliman Theater. On your way take a stroll under the Crochet Ceiling down Church Alley where you will see intricate designs suspended overhead just like in Alhaurin de la Torre, Spain, our Sister City.

The New Iberia Spanish Festival has been working diligently on pulling together some of the area's popular entertainers that will surely draw in a crowd for the 2023 Festival. Your support and sponsorship of our annual festival is greatly needed to provide a Festival environment of Spanish foods, music, dance, art, and history like that of the Andalusia region of Spain and the Iberian Peninsula, for which New Iberia was named. Our focus and mission of the festival is to celebrate the 1779 founding of New Iberia by 16 Spanish families from Málaga, Spain and to create an educational and cultural awareness while recognizing the contributions of the original Spanish settlers to Louisiana. Still today, seven of those original families still reside here in New Iberia: Romero, Segura, Viator, Miguez, Gary, and Prados.

Please take time to read over the following pages as you consider how you and your organization might be a supporter of this community-oriented event. Your Sponsorship will be deeply appreciated and will contribute greatly to the success of our Festival. For questions, please call (337) 380-7636 or email [spanishfestival@gmail.com](mailto:spanishfestival@gmail.com)

Muchas Gracias,

**Brinkley Segura Lopez**

*President, New Iberia Spanish Festival*

*Muchas Gracias for your Generous Support!*

2023 Sponsorship Package



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2023 Sponsorship Package

## Málaga - \$3,000

- Company Logo on Festival Stage, Advertising Poster, Stage Banner, Festival Website
- Public Announced Recognition
- 10 VIP Passes for Hospitality area
- A one-year Corporate Asociación Membership
- 6 Festival T-Shirts
- 6 Entries for Running of the Bulls 10K/5K/1 Mile Race
- 2 Signed Festival Posters

## Flamenco - \$2,000

- Company Logo on Festival Stage, Advertising Poster, Festival Website
- Public Announced Recognition
- 6 VIP Passes for Hospitality area
- A one-year Corporate Asociación Membership
- 4 Festival T-Shirts
- 4 Entries for Running of the Bulls 10K/5K/1 Mile Race
- 1 Signed Festival Poster

## Paella - \$1,500

- Company Logo on Festival Stage, Advertising Poster, Festival Website
- Public Announced Recognition
- 4 VIP Passes for Hospitality area
- A one-year Corporate Asociación Membership
- 2 Festival T-Shirts
- 2 Entries for Running of the Bulls 10K/5K/1 Mile Race

### Festival Supporter - \$1,000

- Name on Advertising banner on Festival Stage, Festival Website
- 2 VIP Passes for Hospitality area
- A one-year Asociación Family Membership
- 2 Festival T-Shirts
- 1 Entry for Running of the Bulls 10K/5K/1 Mile Race

### Festival Sustainer - \$500

- Name on Advertising Banner on Festival Stage, Festival Website
- A one-year Asociación Family Membership
- 1 Festival T-Shirt

### Festival Amigos - \$250

- Name on Advertising Banner on Festival Stage, Festival Website
- A one-year Asociación Membership

## Become an In-Kind Sponsor!

In-Kind Sponsors are an important element of the New Iberia Spanish Festival. In-Kind Sponsors help to keep the cost of festival production manageable so we can continue presenting quality entertainment and our community's cultural heritage. If you have a service or product our festival will benefit from, please contact us! Our Committee will be happy to work with you to find a way to present your business or organization to festival attendees without any cash in exchange for the appropriate sponsor level. *PLEASE NOTE: Subject to Board Approval.*

*Muchas Gracias for your Generous Support!*

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## Sponsor Levels

- **MÁLAGA** .....\$3,000
- **FLAMENCO** .....\$2,000
- **PAELLA** .....\$1,500
- **FESTIVAL SUPPORTER** .....\$1,000
- **FESTIVAL SUSTAINER** .....\$500
- **FESTIVAL FRIENDS** .....\$250

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

SPECIFY T-SHIRT SIZES: \_\_\_\_\_

**PLEASE INCLUDE COPY OF CURRENT COMPANY LOGO**  
**NEW LOGOS MAY BE EMAILED TO [spanishfestival@gmail.com](mailto:spanishfestival@gmail.com)**

***In-Kind Sponsor*** (Please list service or product and monetary value)

\_\_\_\_\_

\_\_\_\_\_

Please check the appropriate sponsor level and mail, along with your payment, which is non-refundable, Payable to LAENI by 03/15/2023 to be included in media:

LAENI • P.O. BOX 12963 • NEW IBERIA, LA 70563

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Any contributions or donations by sponsors and supporters support expenses of New Iberia & Alhaurín Student Exchange Program and activities. Festival Sponsorships also includes other events affiliated with the Spanish Festival such as: Festival Poster Unveiling, Crochet Ceiling down Church Alley, Running of the Bulls 10K, 5K, 1 Mile Race, El Baile del Rey “The King’s Ball”, and Children & Queen’s Pageant.

*La Asociación Española de Nueva Iberia, Inc. (LAENI) is a 501c3 nonprofit, volunteer organization incorporated in the City of New Iberia, Louisiana to serve as a vehicle for the recognition and promotion of the Spanish ancestry and culture in New Iberia and throughout Louisiana. LAENI, Inc. encourages, supports, and directs programs and activities involving educational, culinary, music, and art exchanges while creating awareness and deeper understanding of our local Spanish heritage.*



***La Asociación Español de Nueva Iberia***

P.O. Box 12963 • New Iberia, Louisiana 70562 • Tax ID # 46-0667956  
337-380-7636 • E-mail: [spanishfestival@gmail.com](mailto:spanishfestival@gmail.com)

***Muchas Gracias for your Generous Support!***