

SALSA

STORMY BAY
ENTERTAINMENT
Marketing Events



PRESENTS:

SUNDAY AUGUST 16TH

MERENGUE

BACHATA



CUMBIA

PLENA

DOORS OPEN AT 1PM

*A Celebration
OF LATIN MUSIC, ART
& COMMUNITY*



10575 49TH STREET NORTH, CLEARWATER, FL 33762
INFO/RSVP: (813) 508-3544 / WWW.STORMYBAYTV.COM

STORMY BAY
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SUNDAY, AUGUST 16TH, 2026

VENUE: OCC ROAD HOUSE & MUSEUM

10575 49TH STREET NORTH, CLEARWATER, FL 33762

FEATURING LIVE:

- INNOVATION BAND
- DJ WALTER SOTO
- DJ LAU-D
- DJ JAY GAINES



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ABOUT THE FESTIVAL

PA' LA CULTURA IS A VIBRANT CELEBRATION OF LATIN MUSIC, ART, RHYTHM, AND COMMUNITY, BRINGING TOGETHER FAMILIES, LOCAL BUSINESSES, ARTISTS, DANCERS, FOOD VENDORS, AND CULTURE LOVERS FOR AN UNFORGETTABLE OUTDOOR EXPERIENCE IN CLEARWATER, FLORIDA.

THIS EVENT IS DESIGNED TO CELEBRATE THE RICHNESS OF LATIN CULTURE THROUGH LIVE MUSIC, DANCING, CULTURAL EXPRESSION, COMMUNITY CONNECTION, AND A HIGH-ENERGY ATMOSPHERE WHERE RHYTHM MEETS TRADITION.

WHY SPONSOR

- **HIGH VISIBILITY:** GAIN BRAND EXPOSURE THROUGH ON-SITE PRESENCE, EVENT SIGNAGE, PROMOTIONAL MATERIALS, DIGITAL GRAPHICS, AND SOCIAL MEDIA CAMPAIGNS CONNECTED TO THE EVENT.
- **MEANINGFUL ENGAGEMENT:** CREATE MEMORABLE BRAND CONNECTIONS THROUGH VENDOR BOOTHS, PRODUCT SAMPLING, GIVEAWAYS, VIP EXPERIENCES, BRANDED ACTIVATIONS, OR DIRECT INTERACTION WITH ATTENDEES.
- **TARGETED AUDIENCE:** REACH AN ACTIVE, ENGAGED, AND CULTURALLY CONNECTED AUDIENCE PASSIONATE ABOUT LATIN MUSIC, ART, FOOD, DANCING, NIGHTLIFE, AND COMMUNITY EXPERIENCES.
- **COMMUNITY IMPACT:** SUPPORT A CULTURAL EVENT THAT CELEBRATES LATIN HERITAGE, LOCAL TALENT, SMALL BUSINESSES, ARTISTS, AND COMMUNITY UNITY IN THE TAMPA BAY / CLEARWATER AREA.

A young man and woman are dancing together in front of a background of palm trees. The woman has long, curly dark hair and is wearing a white floral dress. The man is wearing sunglasses and a green t-shirt. They are both smiling and looking at each other. A red banner with white text is overlaid on the right side of the image.

AUDIENCE & REACH

- **SALSA, BACHATA, MERENGUE, PLENA, CUMBIA, AND LATIN MUSIC LOVERS.**
- **FAMILIES AND GROUPS OF FRIENDS LOOKING FOR A FUN OUTDOOR CULTURAL EXPERIENCE.**
- **LATINO, CARIBBEAN, AND MULTICULTURAL COMMUNITIES ACROSS TAMPA BAY.**
- **ADULTS 25-55 WITH STRONG INTEREST IN MUSIC, FOOD, ART, DANCE, NIGHTLIFE, AND COMMUNITY EVENTS.**

THIS FESTIVAL IS A UNIQUE OPPORTUNITY FOR BRANDS TO CONNECT DIRECTLY WITH A PASSIONATE, LOYAL, AND HIGHLY ENGAGED LATINO AND MULTICULTURAL AUDIENCE THROUGH MUSIC, ART, DANCE, FOOD, AND COMMUNITY CELEBRATION.

SPONSORSHIP PACKAGES

MAIN SPONSORSHIP

On Air:

Name mention in recorded promotional announcements
(40) 10-second radio commercials

Video:

Inclusion in video promo

Digital Media:

Logo added to event website

Social media ad boosts featuring your brand

On Site:

Opportunity to do giveaways and product sampling

Banners on site

Brand logo on stage

Stage mentions throughout the event

One 10x10 booth space for on-site activation

Net Investment: \$5,000

SPONSORSHIP LEVEL 2

On Air:

Name mention in recorded promotional announcements
(25) 10-second radio commercials

Digital:

Boosted social media posts featuring your brand

On Site:

Opportunity to do giveaways and product sampling

Banners on site

Stage mentions throughout the event

One 10x10 booth space for on-site activation

Net Investment: \$2,500

SPONSORSHIP LEVEL 3

Logo on main stage banner

Logo on flyers and posters

One 10x10 booth space

Boosted social media ads

Net Investment: \$1,000

Vendor / Sponsor Application

Company name _____

Address _____

City _____ State _____ Zip _____

Representative _____ Email _____

Phone _____

What is your service or Product _____

Sponsorship Y / N amount _____ Vendor Y / N Amount _____

Type of Business/ fee *

- Artisan 10 x 10 spot (tent not provided) \$150.00 fee
- Artisan 10 x 20 spot (tent not provided) \$200.00
- Food Truck / Vendor - Selling only One item \$150.00 ONLY AVAILABLE for May 3rd event
- Food Truck/ Vendor - \$300.00 ONLY AVAILABLE for May 3rd event
- Deposit (if required)
- CORPORATE \$400.00
- SPONSOR LEVEL 1
- SPONSOR LEVEL 2
- SPONSOR LEVEL 3

Will you need Electricity Y/N

Do you have any other needs for the event please explain _____

