



## SPONSORSHIP INFORMATION

# 2025 Raleigh Tamale Festival

**Date:** September 27, 2025

**Time:** 2-6 p.m.

**Location:** Moore Square,  
Downtown Raleigh, NC 27601





# Welcome

*to the 2025 Raleigh Tamale Festival, a celebration of Latino culture in the heart of downtown Raleigh! This vibrant event attracts a diverse audience with its blend of performances, family activities, and a bustling marketplace featuring vendors and food trucks.*

## *The highlight?*

*An exciting Tamale Competition, where community members compete for the best tamale in Raleigh.*

# Audience Reach

**DEMOGRAPHICS:** The festival draws from a wide demographic, including a significant Hispanic/Latino population in Wake County (11.4% as per the 2020 Census). Attendees also come from across the United States and internationally, creating a rich multicultural environment.

**ATTENDANCE:** Previous festivals have seen over 4,000 attendees, ensuring high visibility and engagement opportunities for sponsors.

# Venue Details

**LOCATION:** Moore Square in downtown Raleigh offers easy access via public transport and is surrounded by historic and modern attractions, including the State Capitol and commercial venues.

**ACCESSIBILITY:** Centrally located with ample parking options and connectivity to major city thoroughfares, ensuring maximum foot traffic and exposure.

# Sponsorship Benefits

**BRAND VISIBILITY:** Gain exposure to a diverse audience through on-site signage, digital media, and promotional materials.

**MARKETING OPPORTUNITIES:** Engage directly with attendees through product sampling, interactive booths, and branded experiences.

**COMMUNITY ENGAGEMENT:** Showcase your commitment to diversity and community involvement by supporting a culturally significant event.

**CUSTOMIZABLE PACKAGES:** Tailor your sponsorship to meet specific marketing objectives, from presenting sponsorships to branded activations and VIP experiences. We offer flexible packages designed to maximize your brand's impact and visibility at the festival.

Secure your sponsorship today and join us in celebrating Latino culture at the 2025 Raleigh Tamale Festival. For detailed sponsorship opportunities and to discuss how we can customize a package for your brand, please contact [COEProgram@raleighnc.gov](mailto:COEProgram@raleighnc.gov) or 919-996-2123.

***Let's Celebrate Together!*** Don't miss this opportunity to connect with a vibrant community and showcase your brand at one of Raleigh's most exciting cultural events. We look forward to partnering with you for a successful and memorable festival experience.







## Platinum Sponsor - \$3,000

**(ONLY ONE SPONSORSHIP AVAILABLE AT THIS LEVEL)**

- Recognition as the only presenting partner which includes exclusiveness as partner and on-stage speaking opportunity.
- Six announcements as partner from the main stage during the event (one mention every hour).
- Opportunity for prime booth location under a tent (10x15 tent includes 2 tables and 4 chairs).
- Banner by main stage (provided by sponsor).
- Logo on all advertising and event materials as partner in English and Spanish.
- Logo on Raleigh Tamale Festival website.
- Opportunity to serve as competition judge.
- Presentation of tamale competition awards.
- Opportunity to sell approved items.

Our partner sponsor package will allow your business to make a greater impact among event attendees. In addition to the items listed, the partner sponsor package allows us to help customize options with additional opportunities that meets your business needs.

## Gold Sponsor - \$1,500

- Exclusiveness within sponsorship level, only one sponsor per Industry.
- Four announcements as sponsors from the main stage during the event (beginning, middle, end).
- Opportunity for booth location under a tent (10x15 tent includes two tables and four chairs).
- Banner onsite (provided by sponsor).
- Logo on all advertising and event materials as sponsor in English and Spanish.
- Logo on Raleigh Tamale Festival website.
- Opportunity to serve as competition judge.
- Opportunity to sell approved items.

## Silver Sponsor - \$750

- Two announcements as sponsors from the main stage during the event (beginning and end).
- Opportunity for booth location under a tent (10x10 tent include one table and two chairs).
- Banner onsite (provided by sponsor).
- Logo on Raleigh Tamale Festival website.
- Opportunity to sell approved items.

## Bronze Sponsor - \$500

- Opportunity for booth location under a tent (10x10 tent includes one table and two chairs).





**If you are interested in becoming a sponsor,  
please complete this online form:**

**[forms.office.com/g/CYg7gjXeSs](https://forms.office.com/g/CYg7gjXeSs)**

**YOU WILL BE ASKED TO SELECT A SPONSORSHIP  
PAYMENT OPTION IN THE ONLINE FORM.**

**If you select online:**

A link will be sent to your email for payment.

**If you select by check:**

Please make check payable to **City of Raleigh** with memo  
line **Raleigh Tamale.**

**Mail checks to:**

Tierney Sneeringer  
2401 Wade Avenue  
Raleigh, NC 27607

For additional questions, please contact Tierney Sneeringer  
by email ([Tierney.sneeringer@raleighnc.gov](mailto:Tierney.sneeringer@raleighnc.gov)) or phone  
(919-996-2123).



Raleigh

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