



1st Children's Book Festival in Spanish
“ENTRELIBROS” & Exhibition of books Illustrations
October 12 -15 / 2023
Coral Gables Museum

The Coral Gables Museum logo, which consists of a red rounded rectangle containing the text "CORAL GABLES" on the top line and "MUSEUM" on the bottom line in a white, serif font.

CORAL GABLES
MUSEUM

What is the 1st Children's Book Festival "ENTRELIBROS" in Spanish & Exhibition of Illustrations about?

IMAGO POR LAS ARTES in partnership with the Coral Gables Museum will host The 1st Children's Book Festival in Spanish, accompanied by an exhibition of Ekaré Books Illustrations in October 2023. The objective is to celebrate Hispanic Heritage Month and raise awareness among children and their families of art and literature as a form of expression and understanding of our culture.

This Festival will count with events like storytelling, panel discussions with authors and illustrators, art and crafts activities, and a book show specializing in children's illustrated books in Spanish from Latin America and Spain.



Target audience

- Children aged 3-12, including toddlers, pre-schoolers, and elementary school-aged children, who are interested in reading, storytelling, art, and illustrations. The festival is open to both native and fluent Spanish speakers, as well as those who are learning Spanish.
- Parents, grandparents, aunts, uncles, and other caregivers (Teachers, Educators and Librarians) who are interested in encouraging their children's literacy skills and appreciation for literature and art.
- Families from across Miami-Dade & Broward County interested in promoting literacy, education, and cultural events for their children, seeking a fun and engaging experience for the whole family.
- Expected audience: 1,500 attendees

Event Visualization

- Social Media: From August to October 15, a total of 11 weeks
- 3 social media platforms: @imagoxlasartes @coralgablesmuseum & @imagoartinaction with 2-3 posts per week on each.
- Website: From August to October 15, a total of 76 days.
- Paid Advertising on Social Media: From September to October, a total of 2 months.
- Email Blast: 1 mass email per week to our database for 4 weeks.
- Based on these numbers, we can conclude that the event and its sponsors will be seen by high number of people, which is a highly interesting point for any company joining the festival

Sponsorships Levels

1st Children's Books in Spanish Festival "ENTRELIBROS" & Children's Book Illustration exhibition

- Title Sponsor: \$10,000
- Presenting Sponsor: \$5,000
- Corporate Sponsor: \$2,500
- Supporter Sponsor: \$1,500
- Standard Sponsor: \$500



Sponsorships Levels

	Title \$10,000	Presenting \$4,500	Corporate \$2,500	Supporter \$1,500	Standard \$500
•Logo/link on the festival website until the 2024 festival	x	x	x	x	x
•Logo included in print advertising	X	x	x	x	x
•Logo on sponsor page in festival program	x	x	x	x	x
•Logo in step and repeat banner	x	x	x	x	x
•Be listed in all promotional materials, social media channels, and correspondence.	x	x	x	x	x
•Opportunity to provide a promotional online product and/or discount offer to be added to the virtual goodie bag that goes to each attendee at the end of the festival.	x	x	x	x	x
•Logo included in social media and digital marketing	x	x	x	x	x
•Preferred placement in promotional materials with company logo.	x	x	x	x	x
•Logo included in loop video in main screen during the festival	x	x	x	x	x
•Sponsor mention in all press releases	x	x	x	x	
•Half page advertising piece in digital program	x	x	x		
Coral Gables Museum Admission Tickets	x	x	x		
•15 - 30 sec video with logo to be rolled in the main screen in loop during the 3 days fest. (no sound)	x	x	x		
Discount on rental facility in the Coral Gables Museum	x	x			
Logo included in the Coral Gables Museum website	x	x			
Coral Gables Museum Family Memberships: 10 for Title Sponsor / 5 for Presenter Sponsor	x	x			
•Logo included in exterior front and back banners in the Coral Gables Museum	x				
•5 min of creative promotion of the brand to the audience	x				
•Full page advertising piece in digital program	x				
•Recognition on front cover of festival program as Title sponsor with logo	x				

100% of the proceeds from the event will go to IMAGO X LAS ARTES and The Museum of Coral Gables to keep giving back through our cultural programs.

For additional information and to secure your sponsorship please get in touch with us at contact@entrelibrosfest.org / 954-4043584

THANK YOU FOR YOUR SUPPORT!

