



SPONSORSHIP OPPORTUNITY

MAKE A DIFFERENCE:
BECOME A SPONSOR OF THE
CALDAC CONVENTION

Colorado Afro Latin Dance and Arts Collective (CALDAC) is a 501(c)(3) nonprofit organization



WWW.CALDACON.ORG

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CALDAC CONVENTION (CALDAC-CON)

Epic 4-day Weekend with Outstanding Programming



The CALDAC Convention is a premier Afro Latin music, dance and arts event in Colorado, offering sponsors unparalleled visibility and direct engagement with a diverse, passionate, and engaged audience. CALDAC-Con attracts over 2,000 attendees nationally with a majority of attendees from within Colorado. Partnering with us provides your business with a unique platform to showcase your brand while supporting the growth of cultural arts in Colorado and beyond.



WWW.CALDACON.ORG

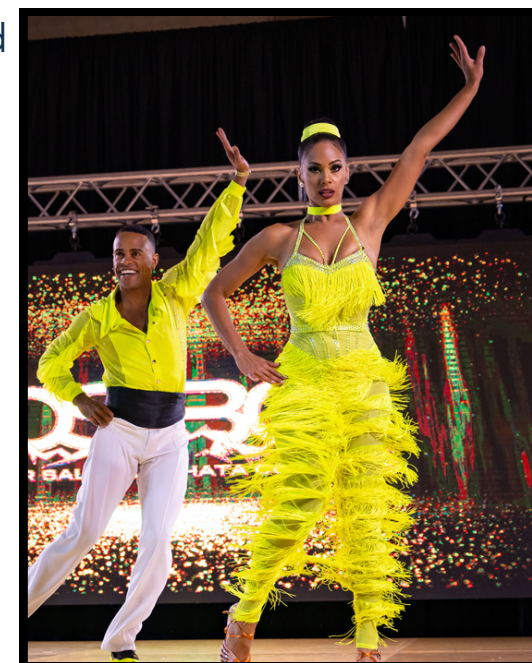
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CALDAC CONVENTION 2026

SEPTEMBER 24 - 28, 2026

Every year, the CALDAC Convention features three high-energy live concerts throughout the weekend. The 2026 convention will showcase Nic N'Taya, a Cuban Salsa artist from Cuba/Miami, and Mayinbito, a Bachata artist representing the Dominican Republic/New York. In addition, we will feature Conjunto Colores, a local Salsa band, as part of our ongoing commitment to uplift and elevate Afro-Latin artists within Colorado.

Attendees will have access to over 105 Afro-Latin dance classes and more than 120 performances led by world-class instructors and performers from around the globe. Spanning three days and four nights, the convention offers a vibrant, immersive cultural experience with a highly engaged and captive audience.



GAIN EXPOSURE

Receive Visibility with Any Level of Sponsorship

CALDAC CONVENTION 2025 STATS

ATTENDANCE:
2,305

**COLORADO
PARTICIPANTS:**
1,480

**FACEBOOK
FOLLOWERS:**
7,438

**INSTAGRAM
FOLLOWERS:**
7,346

**YOUTUBE
SUBSCRIBERS:**
1,490

WEBSITE VISITS:
1,890



Showcase your business to our broad, diverse, and expanding audience before, during, and after the event, both in person and online.

COMMUNITY IMPACT

Creating Meaningful Impact Across Diverse Communities

CALDAC CONVENTION 2025 IMPACT REPORT



Community Overview

The CALDAC Convention brings together a highly engaged and diverse community from across the country, with **64% of attendees based in Colorado** and strong representation from Afro-Latin and underrepresented communities. Over **60%** of attendees identify as BIPOC.

Through initiatives such as full scholarships and tuition reduction awards, CALDAC continues to reduce barriers and expand access to arts, education and cultural experiences.

AUDIENCE INSIGHTS

TOTAL ATTENDANCE:
2,305

AGE

0-17:
4%

18 - 34:
37%

35 - 54:
51%

55+:
8%

GENDER

FEMALE:
54%

MALE:
45%

NON-BINARY/PREFER NOT TO SAY:
1%

ETHNICITY

ASIAN:
6%

BLACK/AFRICAN AMERICAN:
6%

HISPANIC/LATINX:
37%

NATIVE AMERICAN/ALASKA
1%

WHITE
31%

OTHER
19%

AWARDS

FULL SCHOLARSHIPS:
2

TUITION REDUCTION:
25

*Insights above are based on responses from approximately **71%** of attendees, providing a reliable snapshot of our audience.*



SPECIALIZED SPONSORSHIP PACKAGES

	HEADLINER PACKAGE (ONLY 1 AVAILABLE) \$30,000	OPENING ACT PACKAGE (ONLY 2 AVAILABLE) \$15,000	BALLROOM PACKAGE (ONLY 5 AVAILABLE) \$10,000
Your logo and info listed on CALDAC website until End of Year	✓	✓	✓
Tickets to the event (All 4 nights)	12 Full Passes	10 Full Passes	8 Full Passes
1 Vendor Table/Booth in the lobby for the whole weekend (Limited booths available - first come first serve)	✓	✓	✓
VIP Table (Seats 4 people) at dance shows for all 3 nights	✓	✓	✓
You/Your organization announced on stage during the dance shows	✓	✓	✓
Listed as "Specialized Sponsor" on all marketing materials	✓	✓	✓
Company logo/graphics individual display on main screens	✓	✓	✓
Semi-Exclusive display of logo/graphics on main screen during concerts (this excludes the headliner concert)	✓	✓	

SPECIALIZED SPONSORSHIP PACKAGES - CONTINUED...

	HEADLINER PACKAGE (ONLY 1 AVAILABLE) \$30,000	OPENING ACT PACKAGE (ONLY 2 AVAILABLE) \$15,000	BALLROOM PACKAGE (ONLY 5 AVAILABLE) \$10,000
Exclusive display of logo/graphics on main screen during headliner concerts	✓		
Exclusive display of marketing paraphernalia in one Ballroom	Semi-Exclusive display of brand at concert hall	Semi-Exclusive display of brand at concert hall	Exclusive display of brand in ballroom
Exclusive display of marketing paraphernalia in concert hall during headliner concert	✓		
Semi-Exclusive display on CALDAC physical and social media marketing material for the bands (this excludes the headliner)	✓	✓	
Exclusive display on physical and social media marketing material for the headliner	✓		
Band Meet-and-Greet and pictures with the artists (this excludes the headliner)	✓	✓	
Exclusive Band Meet-and-Greet and pictures with the headliner	✓		
Special Acknowledgements	Recognition during concerts	Recognition during opening act concerts	Recognition during day workshops
Exclusive Special acknowledgment during headliner concert	✓		
Receive a plaque of sponsorship	✓	✓	✓

GENERAL SPONSORSHIP

	GOLD LEVEL \$5,000	SILVER LEVEL \$2,500	BRONZE LEVEL \$1,000
Your logo and info listed on CALDAC website until End of Year	✓	✓	✓
Tickets to the event (All 4 nights)	4 Full Passes	2 Full Passes	1 Full Pass
1 Vendor Table/Booth in the lobby for the whole weekend (Limited booths available - first come first serve)	✓		
1 VIP Table (Seats 4 people) at dance shows for all 3 nights	✓	2 VIP Seats	
You/Your organization announced on stage during the dance shows	✓	✓	✓
Listed as "General Sponsor" on all marketing materials	✓	✓	
Company logo/graphics combined display on main screens	✓	✓	
Receive a letter/certificate of sponsorship	Recieve Framed Certificate of Sponsorship	Receive Certificate of Sponsorship	Receive Letter of sponsorship

EXCLUSIVE BRAND SPONSORSHIP PACKAGE

\$50,000

(ONLY 1 AVAILABLE FOR PURCHASE)

YOUR LOGO EXCLUSIVELY AND PERMANENTLY AFFIXED TO CALDAC LOGO

(Providing your brand maximum exposure on all CALDAC merchandise, paraphernalia, marketing materials and social media marketing for the current convention year)

Your name, logo and/or picture, and link to your website listed first on CALDAC website

12 full passes to CALDAC Convention event for all 4 nights

You/your organization announced first and last on stage during the live dance performances

You/Your organization announced on stage during the dance shows

Individual display on you/your company name/logo/graphics on main screens at the CALDAC Convention event

2 VIP tables (seats 4 people each) at live dance performances for all 3 nights

Listed as "main" sponsor on CALDAC social media and physical marketing materials

Vendor Table/Booth in the lobby for the whole weekend
(Limited booths available - first come first serve)

Plaque of sponsorship

Special acknowledgment during the day workshops

