



# 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](http://WWW.CALDACON.ORG)

PG 1

# CALDAC CONVENTION (CALDAC-CON)

Epic 4-day Weekend with Outstanding Programming



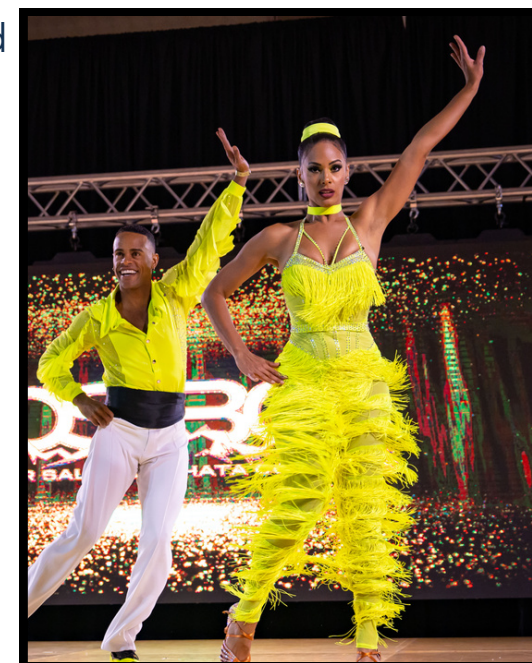
The CALDAC Convention is a premier Afro Latin music, dance and arts event in Colorado, offering sponsors unparalleled visibility and direct engagement with a diverse, passionate, and engaged audience. CALDAC-Con attracts over 2,000 attendees nationally with a majority of attendees from within Colorado. 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.

# 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<br>PACKAGE<br>(ONLY 1<br>AVAILABLE)<br>\$30,000 | OPENING<br>ACT<br>PACKAGE<br>(ONLY 2<br>AVAILABLE)<br>\$15,000 | BALLROOM<br>PACKAGE<br>(ONLY 5<br>AVAILABLE)<br>\$10,000 |
|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------|
| Your logo and info listed on CALDAC website until Dec 1st, 2024                                                 | ✓                                                         | ✓                                                              | ✓                                                        |
| Tickets to the event (All 4 nights)                                                                             | 12 Full<br>Passes                                         | 10 Full<br>Passes                                              | 8 Full<br>Passes                                         |
| 1 Vendor Table/Booth in the lobby for the whole weekend<br>(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<br>(this excludes the headliner concert) | ✓                                                         | ✓                                                              |                                                          |

## SPECIALIZED SPONSORSHIP PACKAGES - CONTINUED...

|                                                                                                                                             | <b>HEADLINER<br/>PACKAGE</b><br><br><small>(ONLY 1<br/>AVAILABLE)</small><br><br><b>\$30,000</b> | <b>OPENING<br/>ACT<br/>PACKAGE</b><br><br><small>(ONLY 2<br/>AVAILABLE)</small><br><br><b>\$15,000</b> | <b>BALLROOM<br/>PACKAGE</b><br><br><small>(ONLY 5<br/>AVAILABLE)</small><br><br><b>\$10,000</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 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<br>✓                                             | 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<br><small>(this excludes the headliner)</small> | ✓                                                                                                | ✓                                                                                                      |                                                                                                 |
| Exclusive display on physical and social media marketing material for the headliner                                                         | ✓                                                                                                |                                                                                                        |                                                                                                 |
| Band Meet-and-Greet and pictures with the artists<br><small>(this excludes the headliner)</small>                                           | ✓                                                                                                | ✓                                                                                                      |                                                                                                 |
| 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<br>\$5,000                     | SILVER LEVEL<br>\$2,500            | BRONZE LEVEL<br>\$1,000       |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|------------------------------------|-------------------------------|
| Your logo and info listed on CALDAC website until Dec 1st, 2024                                                               | ✓                                         | ✓                                  | ✓                             |
| Tickets to the event (All 3 nights)                                                                                           | 4 Full Passes                             | 2 Full Passes                      | 1 Full Pass                   |
| 1 Vendor Table/Booth in the lobby for the whole weekend<br><small>(limited booths available - first come first serve)</small> | ✓                                         |                                    |                               |
| 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                                                                                   | Receive 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

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

12 full passes to CALDAC 2024 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 2024 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)

Receive a plaque of sponsorship

Special acknowledgment during the day workshops

