



**LATINX/HISPANIC
HEALTH & HERITAGE
FAIR**

The Latinx/Hispanic Health and Heritage Fair (LHHHF) kicks off Hispanic Heritage Month in Salt Lake City each year! September 7, 2024, marks the 9th year! The parade starts at 12pm and the event concludes at 8:30pm. Come to the Gateway to have some fun!

The FREE, family-friendly, full-day event is an opportunity to explore the richness and diversity of Latin cultures while promoting health and wellness. The event has something for everyone. All are invited and the atmosphere is inclusive and welcoming.

The festival showcases traditional clothing, dance, and music from more than 30 countries! Food trucks and booths further enrich the experience, providing participants with a delectable taste of authentic cuisine. This year's event is presented by Take Care Utah, University of Utah Health, and the Utah Jazz!

Education: Take Care Utah, the University of Utah Health, the Utah Jazz and community partners will work to ensure every attendee gains actionable information on how to improve their health. Community health educators will be on-hand to connect with the 10,000-person crowd to distribute important information.

Access: Too many of the over 500,000 Latinx/Hispanic Utahns face barriers to accessing affordable health care. Without access to health coverage individuals and families face insurmountable barriers to meeting their full life potential. The LHHH Fair provides an opportunity for Latinx/Hispanic people to proudly celebrate their heritage and connect to valuable health resources.

Health and Wellness: U of U Health will provide health screenings and resources including blood pressure, BMI, glucose tests, dental screenings, vision screenings, hearing screenings, mammograms, health insurance education, and more. Most of these resources are provided in English and Spanish.

Family Fun: The Utah Jazz will host the Family Area, designed to get kids and families active while having fun and celebrating heritage. Activities include Latinx/Hispanic craft making, dance, music, face painting, prize drawings, interactions with the Zya Active Jazz dancers and Jazz Bear, and more! You won't want to miss it.

With an anticipated turnout of over 10,000 attendees, the event presents a prime sponsorship opportunity. We would be honored to have your support at various levels, offering a range of sponsorship options to suit your preferences.

SPONSORSHIP LEVELS

BRONZE: \$1500

- Two mentions on social media
- Inclusion of logo on large banner day of event
- Parade entry
- Booth

SILVER: \$2500

- Public announcement at beginning and end of parade
- Two mentions on social media
- Inclusion of logo on large banner the day of event
- Parade entry
- Prominent booth location

GOLD: \$3500

- Inclusion of sponsor with promotional video
- Public announcement at beginning and end of parade
- Four mentions on social media
- Inclusion of logo on large banner day of event
- Parade entry
- Prominent booth location

PLATINUM: \$4500

- Inclusion of sponsorship with promotional video
- Public announcement at beginning and end of parade
- 8 mentions on social media
- Inclusion of logo on large banner day of event
- Prominent, central booth location with two spots
- 2 live interviews
- Parade entry
- 6 Parking vouchers

MARKETING ONLY \$2000

- Public announcement at beginning and end of parade
- Three mentions on social media
- Inclusion of logo on large banner the day of event
- Inclusion of logo in all marketing material
- Main stage mentions
- *NO Booth

*Sponsorship of this event helps to reduce the uninsured rate for Utah's Hispanic children and is **tax deductible**

