



CULTURAS UNIDAS FESTIVAL 2025

Many Cultures, One Community

September 13th, 2025

1:00 PM - 6:00 PM

Downtown Marion, NC



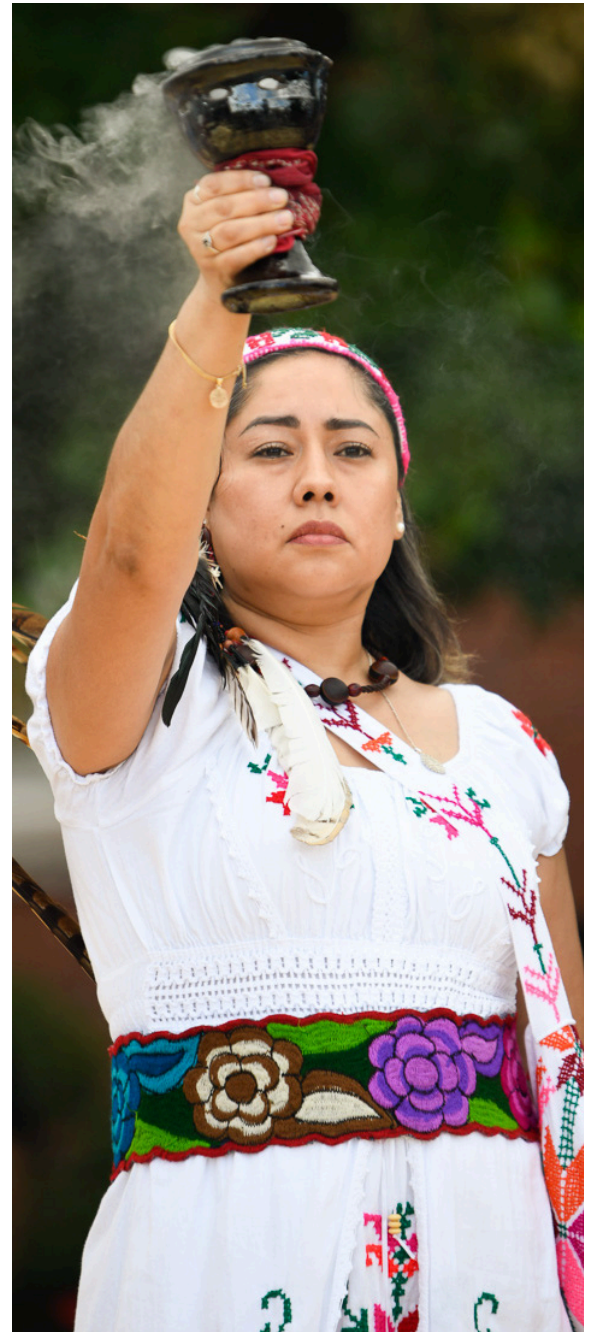
Sponsorship Packet

🌸 History of the festival 🌸

In May 2022, one of our dreams came true: Centro Unido, in collaboration with community partners, brought the first Latino mural to McDowell County. To commemorate the mural's unveiling, we held our very first festival — then called “See Our Voices”, named after the mural itself. For the first time, our community saw a large-scale, public celebration of its culture and identity.

The success of that first event made one thing clear: this celebration needed to continue. In 2023, we hosted the second edition of the festival, now renamed Culturas Unidas (United Cultures), in honor of Hispanic Heritage Month and we were thrilled to welcome over 1,000 attendees. In 2024, we brought the Culturas Unidas Festival to the heart of Marion, Main Street, creating a vibrant celebration filled with music, food, art, and community right in the center of our town.

Now, in 2025, we proudly affirm what this journey has taught us: *Culturas Unidas is no longer just an event — it has become a cherished tradition.*





About us



Centro Unido Latino Americano is a community-based organization devoted to creating educational, economic, and recreational opportunities for the Latino community and beyond across all ages. Since its founding in 2009, Centro Unido has been a cornerstone for advocacy, education, health, workforce development, leadership, and cultural representation. By addressing systemic barriers and fostering cross-cultural partnerships, we ensure that Latino voices are heard and valued in the broader community.

Each month, **Centro Unido delivers over 2,000 essential services** ranging from mental health support and workforce development to community health education. One of our most impactful initiatives is the food distribution program, which **provides nutritious food to more than 5,000 households every year**, helping families meet basic needs and build stability. Additionally, Centro Unido has been at the forefront of recovery efforts, distributing over **\$300,000 in direct financial assistance to help families rebuild** their lives after the impact of Hurricane Helene.

By becoming a sponsor, you're not just supporting our work, you're investing in the resilience, stability, and future of our entire community. Your partnership will directly fuel programs that meet urgent needs, empower local families, and drive long-term recovery and growth.



[Learn more about Centro Unido](#)



México en el Corazón returns to Marion


This year, we are honored to once again welcome México en el Corazón to Marion, a nationally renowned cultural tour presented by the North American Institute for Mexican Advancement (NAIMA). This vibrant show features the spectacular Ballet Folklórico de Guadalajara, bringing to life the traditions, music, and regional dances of México with dazzling costumes and live mariachi performances.

Their presence at our festival represents a unique opportunity for our region to experience the beauty and richness of Mexican culture, right here in the heart of our town.



WATCH THE VIDEO CULTURAS UNIDAS 2024

Our Goal: To Empower Cultures

 The Culturas Unidas Festival was born with the vision of strengthening cultural empowerment and bringing our community together to honor and celebrate the diversity of cultures present in our county and surrounding areas.

Empowering local communities to preserve and promote their cultural practices allows for a deeper connection with their ancestral roots. Furthermore, it contributes to building a more inclusive world, where diverse traditions not only coexist, but flourish. Through intercultural exchange, we cultivate mutual respect and appreciation between cultures, promoting peace and unity.

This festival represents a unique opportunity to connect communities through food, music, traditional folk dances, arts, and crafts, celebrating the richness of our cultural heritage.



**"I AM THANKFUL
FOR PARTNERS
THAT ARE
COMING
TOGETHER TO
CELEBRATE OUR
DIVERSE AND
BEAUTIFUL
CULTURES IN
OUR
COMMUNITY"**

**-Margarita Ramirez,
Executive Director**

“The importance of cultural events like the Culturas Unidas Festival lies in the opportunity they provide. For Latinos, it’s a chance to reconnect with and celebrate our culture. For those who are not Latino, it’s an invitation to experience the beauty of our culture firsthand.”

Angelica R. Wind,
Board President



Testimonies of our 2024 festival attendees:

“The importance is that we're in a country that's not our own, but we can bring our roots. And the importance is to be present here and be proud of where we come from. To teach them about our cultures, our roots, our dances, our traditions. To show the people who live here that we are Latin American countries rich in culture. Show them the good things we have to bring and that we are energy that is pure.”



“Events like this help to raise awareness about the origins of each country, each culture, and what we bring. For example, I'm from El Salvador, and here I see flags from every country: Venezuela, Nicaragua, Honduras, Guatemala, but I don't see any division here. We are one.”



SPONSORSHIP LEVELS



PLATINUM LEVEL
\$10,000

- Exclusivity as festival's main sponsor
- Booth with exclusive location at festival
- Participate in the festival's promo video
- Largest size logo on festival's banner
- Largest size logo on festival's flyer
- 3 Live mentions during the festival
- 10 Minutes mic time during the event
- Mention in official press release
- Special recognition on social media
- Logo & link to website on our website
- Free official festival t-shirts



DIAMOND LEVEL
\$5,000

- Booth with exclusive location at festival
- Largest size logo on festival's banner
- Largest size logo on festival's flyer
- 3 Live mentions during the festival
- 10 Minutes mic time during the event
- Mention in official press release
- Special recognition on social media
- Recognition in the festival's promo video
- Logo & link to website on our website
- Free official festival t-shirts



GOLD LEVEL
\$2,000

- Recognition as festival's VIP sponsor
- Free booth at the festival
- Logo in the festival's main banner
- Large size logo in festival's official poster
- 3 Live mentions during the festival
- Mention in official press release
- Special recognition on social media
- Recognition in festival's promo video
- Logo & link to website on our website
- Free official festival t-shirt



SILVER LEVEL
\$1,000

- Free booth at the festival
- Medium size logo in festival's main banner
- Medium size logo in festival's poster
- 1 live mention during the festival
- Recognition on social media
- Logo recognition on festival's promo video
- Logo & link to website on our website
- Free official festival t-shirt



BRONZE LEVEL
\$500

- Free booth at the festival
- Small size logo in festival's main banner
- Small size logo in festival's official poster
- Recognition on our social media
- Logo recognition in festival's promo video
- Logo & link to website on our website
- Free official festival t-shirt



Laura Zapater,
Interim Executive Director

Dear partners and business owners:

Our 2024 Culturas Unidas Festival was a beautiful success where more than 4,000 people came together for a day filled with music, dance, food, and culture. No one could have imagined that just two weeks later, our region would suffer the devastation of a terrible storm. On September 27th Hurricane Helene hit our region and completely disrupted our lives. People lost loved ones, homes and small businesses were flooded and destroyed, hundreds of roads completely washed out... Helene shook the very core of our entire community.

But through it all, our community did not break. We came together and helped each other. We shared meals, we shared grief, and we shared hope.

More than six months have passed, and we are still hurting, but we are slowly rebuilding our lives. That's why this year's Culturas Unidas Festival means more than ever. We don't want this festival to be just a celebration—it's a call for healing, for hope, and for bringing joy back into our streets. It's an opportunity to breathe life back into our local economy and to lift up our neighbors, our artists, our vendors, and the small business owners who make Marion and our region shine. We need your help to make it possible.

By sponsoring this festival you're investing in the well-being of our local businesses, supporting cultural exchange, and helping us create a day of joy that our community deeply needs. Let's fill our streets with music, culture, color, and love. Let's show our community that better days are ahead.

Join Us. Become a Sponsor of the 2025 Culturas Unidas Festival.
Help Us Bring Joy Back to Marion!



APPLY HERE!



THANK YOU TO OUR 2024 SPONSORS

DIAMOND LEVEL

Baxter

GOLD LEVEL



Western North Carolina
Community Health Services

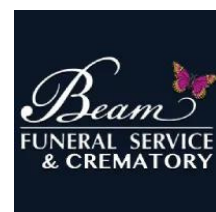


BlueCross BlueShield
of North Carolina



hispanicfederation
Taking **Hispanic** causes to heart

SILVER LEVEL



BRONZE LEVEL



ANTONIO
ALANIS
ART





Be Part of a Unique Festival

To become a sponsor please complete the [Sponsorship Application Form](#) and we will get back to you for next steps.

Applications for sponsors will close by July, 1st, 2025.

If you need more information or have questions about our sponsorship opportunities you can email us at festival@centrounidomcdowell.org or call at 828-652-0727.



www.culawnc.org

