

EL GRITO

PORTLAND 2024

XX ANNIVERSARY



Sponsorship Opportunities

El Grito Portland is the largest Latinx event in celebration of Hispanic Heritage Month in the Pacific Northwest

Rose Quarter Commons
September 15 and 16, 2024



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Celebrate El Grito with us!

El Grito, represents one of the most iconic Mexican civic celebrations. It recalls the moment in which Father Miguel Hidalgo y Costilla, a priest in the village of Dolores, México, rang the parish bell on the morning of September 16, 1810 and called Mexicans to rise against the Spanish crown and fight for Independence.

WHY SPONSOR?

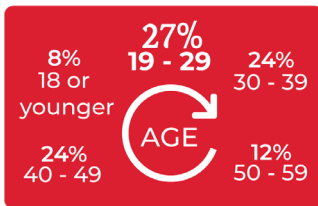
- Start the conversation with thousands of Latinx families in TWO days!
- Multiply your reach and get meaningful results through direct and culturally relevant engagement.
- Present your brand via our extensive outreach efforts through TV, radio, print, social media, and other creative opportunities.

INSIGHTS

- Latinx community is the largest ethnic minority population in the state with over 580,000 residents.
- In the Portland Metro area, Latinxs represent over \$7 billion in buying power.
- In Multnomah, Washington, Clackamas, and Clark counties, the Latinx community grew by 191% within the last 10 years.

ENGAGEMENT

Latinx Attendees: **82%**



GENDER

60%
Female

36%
Male

3%
Other

SURVEY REPORT : 1,188 UNIQUE RESPONSES

Omnibus surveys are questionnaires where several companies and organizations are able to create and buy specific questions which we combine to be shared in one cohesive survey. Demographic information such as age, gender, zip code, income and occupation is included in the data and can be used as a lens to gain further understanding about respondents and how they respond to the client's questions.

* Survey results from El Grito 2023

Ask us about **sponsorship** and **survey** opportunities.



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2023 Sponsors and Event Supporters

