

EL GRITO PORTLAND

2025



Sponsorship Opportunities

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

SEP 15 September 15 and 16, 2025

Rose Quarter Commons

  ElGritoPortland



 ElGritoPortland.com



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Sponsorship

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 outreach and get meaningful results through direct and culturally relevant engagement, such as increased brand awareness and customer loyalty.
- Present your brand through our extensive outreach efforts on TV, radio, print, social media, and other creative opportunities.

INSIGHTS

- Latinx communities are the largest ethnic minority population in the state, with over 588,000 residents.
- In the Portland Metro area, the Latinx community represent over \$7 billion in buying power, offering a significant potential for profit.
- The number of the Latinx community in Multnomah, Washington, Clackamas, and Clark counties has grown by 191% within the last 10 years, indicating a promising potential for future growth.



Ask us about sponsorship opportunities.

Paco Lara / 503-210-5427 / elgrito@laramedia.com



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Latinx Omnibus Survey

ENGAGEMENT



The El Grito Latinx Omnibus Survey offers a cost-effective opportunity for businesses and organizations to gather valuable information collaboratively. By purchasing a select number of questions, participants contribute to a unified survey that provides valuable data.

The survey begins by collecting essential demographic information such as age, gender, zip code, income, and occupation. This critical data enhances analysis, allowing clients to better understand how different segments respond to their questions.



Use the El Grito Latinx Omnibus Survey to gain deeper insights and empower your business with informed decisions.



2024 SURVEY REPORT: 1,141 UNIQUE RESPONSES

Latinx Attendees: 85%

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



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2024 Sponsors and Event Supporters

