

LA VIDA 2026 EVENT SPONSORSHIP



¡La Vida!

An Evening Curated by the Colorado Springs Hispanic Chamber

Join us in 2026 for the 6th Annual La Vida Celebration - August 22, 2026
The Country Club of Colorado at Cheyenne Mountain Resort



LA VIDA 2026



The 6th Annual La Vida Celebration brings a Latin-inspired poolside | beachside event to over 700 guests. This year's celebration takes place August 22, 2026.

La Vida is the largest and premier Hispanic Business event in Southern Colorado.

La Vida takes place at The Country Club of Colorado at Cheyenne Mountain Resort in Colorado Springs, where guests are treated to a cultural experience centered around Latin-inspired music, cuisine, pools, beach, and lake with quintessential Colorado mountain views.

"La Vida is about community! We want to bring our community together to experience a small slice of the colorful Hispanic culture that spans over 20 countries to a casual, elegant summer setting at the foot of the Rocky Mountains." - Joe V. Aldaz, President & CEO

"Food is everything we are. It's an extension of nationalist feeling, ethnic feeling, your personal history, your province, your region, your tribe, your grandma, it's inseparable from those from the get-go." - Anthony Bourdain





YOUR SPONSORSHIP HELPS SUPPORT LOCAL EMERGING MAJORITY BUSINESS PROGRAMS

When you sponsor La Vida, you are helping the Colorado Springs Hispanic Chamber create business programs to help local Hispanic, “emerging majority” and small businesses thrive and contribute to our local economy.

“Since working with and joining the Hispanic Business Council, two years ago, Jess and I have seen increases in business-to-business relationships with our brewery, Atrevida Beer Company. Word-of-mouth and media coverage has increased. We recognized the power of Latino businesses working together to project a voice in order to bring our products and services to the table. We have grown with the educational and motivational speakers the Concilio has presented. We are excited and extremely happy with our invest-



COLORADO SPRINGS
HISPANIC CHAMBER
The Concilio



ADELANTE
Leadership Institute
Powered by Colorado Springs Hispanic Chamber Foundation



COLORADO SPRINGS
HISPANIC CHAMBER
FOUNDATION

THE
AVANZAR
BUSINESS ACCELERATOR

\$4.1 TRILLION

U.S. Hispanic Spending Power

- 5th Largest Economy in the World
- The largest and fastest growing blind-spot of the American economy
- Colorado is 1 of the 8 markets with more than 1,000,000 Hispanics
- FASTEST growing segment of the population in COLORADO SPRINGS is HISPANIC
- Over 6,000 Hispanic-Owned Businesses in the Pikes Peak Region

WHO ATTENDS LA VIDA?



A better question is, who doesn't?

Attended by decision makers, influencers, entrepreneurs, CEOs, legislators, and Colorado Springs community leaders.





LA VIDA SPONSORSHIPS



CORPORATE VIP AREA SPONSOR (1) | *\$20,000

Perfect for a corporate retreat or conference!

This exclusive, VIP-level La Vida experience will be granted a private gated-pool area (up to 200 people) where your company can celebrate after a 1 or 2 day meeting at the Cheyenne Mountain Resort. Cap off your event at La Vida in a perfect team-building evening of food, music, drinks, cars, and culture!

* Price varies based on number of attendees and hospitality required. Call (719) 231-5353 for a custom quote.

TITLE SPONSOR (1) | \$25,000

This exclusive, top-level La Vida sponsor will receive universal, exclusive rights that include complete below-the-name Presenting Sponsor recognition (e.g., La Vida, presented by YOUR COMPANY) in ALL event collateral materials, print and electronic advertising, social media, PA announcements, stage video screen exposure, and signs and banners. 25 tickets and 4 Cheyenne Mountain Resort guest rooms for one night.

PLATINUM SPONSOR (6) | \$7,500

As an event-level sponsor, Platinum Sponsors will be featured in selected event collateral materials, print and electronic advertising, social media, stage video screen exposure, signs and banners and other assets as identified. 10 Tickets

GOLD SPONSOR (8) | \$5,000

As a Gold-level program or event sponsor, Gold Sponsors will receive recognition in limited event collateral materials, print advertising, social media, and stage video screen exposure. Gold Sponsors also receive name integration into the venue and other areas of the event as agreed to by the sponsor and La Vida. 6 Tickets

SILVER SPONSOR (10+) | \$3,000

These sponsors will receive promotional recognition, stage video screen exposure, and social media mentions. 5 Tickets

FRIEND OF LA VIDA SPONSOR (10+) | \$2,500

These sponsors will receive promotional recognition, stage video screen exposure, and social media mentions. 4 Tickets

BRONZE SPONSOR (10+) | \$1,500

These sponsors will receive promotional recognition, stage video screen exposure, and social media mentions. 2 Tickets

CUSTOM SPONSORSHIPS

La Vida will design a custom sponsorship program that provides a variety of rights and benefits to meet budget, marketing and communication needs of our partners. Call (719) 231-5353 to discuss custom programs or send your sponsorship request to info@cshispanicchamber.com

Visit our website at www.cshispanicchamber.com



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WINNER 2022 | **SMALL BUSINESS
CHAMPION
OF THE YEAR**
PIKES PEAK REGION SMALL BUSINESS WEEK