



**Antonio Pelayo Productions**

Los Angeles  
Multicultural Music & Arts Festivals



**2024 | PARTNER GUIDE**





## WHO WE ARE

Antonio Pelayo Productions is a full service multicultural event production company based in Los Angeles. Now going into our 13th year of producing successful events. We believe in creating vibrant, exciting and meaningful experiences for people through our events in collaboration with Artists and Businesses. Combining many music genres, including Latin, Hip Hop, House Music and more...Antonio Pelayo has built a reputation as one of the most professional, well-run, safe, secure and enjoyable music & arts Festivals in Los Angeles for Artists, Partners, Vendors, Volunteers and attendees alike.

*"Nothing is worth more than laughter. It is strength to laugh and to abandon oneself, to be light." -Frida Kahlo*

## PARTNERSHIP PHILOSOPHY

Antonio Pelayo Productions offers a variety of branding, lead generation and engagement opportunities for partners leading up to, throughout and following the festivals. We work with partners to identify how best to **utilize our festival assets to further existing sales and marketing efforts** and in many cases teach how to add this unique, compelling channel to their marketing mix.

Using in-person activations, product integrations, organic and paid social media campaigns, earned and paid media and strategic, prominent logo placements, our partners have the ability to **educate, entertain and engage a captive and interested audience including over 3,000,000 media impressions and expected attendance of over 3,500 people.**







## WHAT WE DO

We are proud to produce an array of events throughout the year, our largest productions are what have helped make Antonio Pelayo Productions an Award Winning organization.

## 2023 FESTIVALS RECAP

**HOUSE ISSUES** on its 2nd Anniversary after having an explosive launch was another hit. And another sellout festival! This time we featured Chicagos legendary DJ Bad Boy Bill, Tony B, Orlando and many more legends. We added 2 more stages, making this the largest Festival thats ever happened at Plaza de la Raza.

**LA BULLA** in its 8th year anniversary honored Mexicos legend Psychosis, the art show featured 150 local and National fine artists, a Bike show by Mezcla LA Biker crew, Fashion show by Thriffs and musical Headliner El Conjunto Nueva Ola, hosted by Actor Fabian Alomar which was in the hit movie Hot Cheetos.

**EL VELORIO** celebrated 13 years of Day of The Dead tradition in Los Angeles. We also had Viclasos event that took over the entire parking lot. The attendance was the max that Plaza allowed of 5,000 attendees.





## 2023 BY THE NUMBERS

Billboard Impressions	5,000,000
Exclusive Partner Engagements	12,000
TV, Radio & Podcast Impressions	900,000
Average Monthly Website Page Views	1,000
Total Festivals Media Impressions	9,000,000
Social Media Impressions	FB: 1,500,000 IG: 1,500,000
Charitable Partners & Donations	40,000

## YEAR-BY-YEAR ATTENDANCE

2010	300
2011	800
2012	1,200
2013	1,500
2014	1,800
2015	6,000 (4 Festivals)
2016	6,000 (4 Festivals)
2017	7,000 (4 Festivals)
2018	6,000 (2 Festivals)
2019	6,000 (2 Festivals)
2021	10,000 (3 Festivals)
2022	10,000 (3 Festivals)
2023	12,000 (3 Festivals)





# THE HOUSE ISSUES EXPERIENCE

House Issues takes you back to reliving the 1990s House Music scene with legendary DJs like Richard Vission, DJ Irene and Bad Boy Bill. With a massive exhibit that features memorabilia, photos, items, magazines, flyers that will definitely hit you with Nostalgic feelings. With 4 stages of music and a light show that's guaranteed to give you the ultimate experience.







# LA BULLA EXPERIENCE

La Bulla is a tribute to all things Lucha Libre, featuring a legend from Mexico as the Headlining Luchador, local bands and DJs providing the best in Cumbia, Salsa & Merengue. A massive art show curated by iconic LA-Based curators, and featuring Artists from across the country.







# EL VELORIO EXPERIENCE

The oldest event in our Portfolio, El Velorio is The Day of the Dead celebration to honor our loved ones that have passed. Featuring the largest Day of the Dead Art Show in the USA. With over 200 Artists from all across the country and at times from South America. A fashion show thats unmatched by any DOD event. Musical performances by local and International bands and DJs, featuring Mariachi, Cumbia, Salsa, Merengue and much more.







# ABOUT OUR AUDIENCE

## DEMOGRAPHICS

### AGE

21-30	35%
30-40	40%
40-50	25%

### GENDER

Female	55%
Male	40%
Prefer not to say	5%

### EDUCATION

H.S. Degree or Equivalent	15%
In College	35%
Bachelors	37%
Masters	10%
PH.D, MD, JD, ETC.	3%

### INCOME

\$50-\$75k	40%
\$75-\$100k	30%
\$100-\$125k	10%
\$125k & Up	20%

### NEEDS

- Practicality
- Excitement
- Liberty
- Self-expression

### PURCHASE

- They are likely to buy sports equipment
- More likely to book a trip outside the USA
- 75% people drinks 2-5 drinks when going out at night
- Movie theater tickets

### MOTIVATION TO ATTEND MUSIC FESTIVALS

- The Music
- The atmosphere
- The 'social' element
- The experience

### MAIN SOCIALS MEDIA

- Instagram
- Facebook
- TikTok
- Twitter

### IN THE NEXT 18 MONTHS THEY ARE GOING TO BUY

- New Smart phone
- Sports equipment
- Paid subscriptions (Movies, Music)
- Electronic accessories (TVs/Etc)
- Event Tickets
- Travel (flights, hotel)
- Real Estate

Antonio Pelayo Productions' geographic location allows it to create a unique multi-cultural environment and it continues to draw a diverse target audience. This encourages us to stay true to our vision of building a multi-genre, 21 and over as well as an older, more affluent segment of attendees with a heavy interest in music, food, art and supporting home-grown/local Los Angeles events.

The out-of-the-market draw of El Velorio, La Bulla and House Issues at Plaza de la Raza, continued to grow in 2022 as well, with overnight attendees traveling from Ventura County, San Diego, San Francisco, Texas, Chicago and New York. 10% of festival Attendees self-identified themselves as staying in a hotel, AirBNB-type accommodation or with family/friends with 80% of those staying for 2 or more nights.





## OUR VENUE

### PLAZA DE LA RAZA

A Cultural Oasis in the Heart of East Los Angeles, in Lincoln Park, providing our festivals with a unique, urban, yet park-like environment to bring out the best Los Angeles has to offer.

Just minutes away from Downtown LA, our festivals transform Plaza de la Raza into an Oasis of energy, sound and color by House Issues, La Bulla & El Velorio.

### HISTORY

With little more than a decayed boathouse and a purpose in their lives, Margo Albert, an actress, and Frank Lopez, a trade union activist, sought the core concept in Margo's favorite poem: to give back to the people the song, the poem, the picture, all in a cup of beauty. Since 1970, that cup, named Plaza de la Raza (Place of the People), has been a cultural oasis for the Eastside neighborhoods of Los Angeles, providing year-round programs in arts education and a space for cultural enrichment.

### MISSION

Plaza de la Raza Cultural Center for the Arts & Education is the only multidisciplinary community arts venue dedicated to serving the Eastside neighborhoods of Los Angeles. Founded in 1970 by prominent labor, business and civic leaders as a 501(c)(3) nonprofit organization, it offers affordable after-school, intergenerational arts education programs to nearly 5,100 children, teens and adults each year. Its mission is to foster enrichment of all cultures bridging the geographic, social, artistic, and cultural boundaries of Los Angeles, and beyond.

Throughout the year, Plaza presents more than 450+ classes (beginning to advanced) that are taught quarterly by local artists and performers in theater, dance, music, and the visual arts. In addition, the center attracts more than 25,000 visitors each year with its free cultural programs, and manages almost 300 community volunteers.





## ANTONIO PELAYO PRODUCTIONS MEANS BUSINESS

The APP team is committed to creating long-term, successful relationships with our partners. We seek to craft opportunities that make sense for each business and budget, based on brand awareness, sales and event marketing objectives. We categorized our partner opportunities in two primary ways, Awareness and Activation:

### BRAND AWARENESS

Simple, yet effective ways to introduce your brand to APP festival attendees. APP offers a variety of opportunities to show your support of the Festivals and the Los Angeles community with prime logo placement and asset presenting rights opportunities:

#### PRESENTING RIGHTS OF FESTIVAL AREAS

- Title/Presenting Partner
- VIP and Platinum Areas
- Los Angeles Feasts: Culinary/Food Court Area - Los Angeles ARTS: Art Installations
- Los AngelesPLAYS: Gaming Area and Arcade - Los Angeles SHOPS: Vendor Marketplace
- APP Technology Partner

#### CO-BRANDING OPPORTUNITIES

- APP Battle of the Bands Competition - APP DJ Competition
- On-Campus Ticket Sale Pop-Ups
- Restaurant/Retail Partner Pop-Ups
- Shuttle Bus and Street Car Wraps

#### PARTNER BRAND RECOGNITION

- Social Media/Email Communications - Ticket Purchase Confirmation Emails - APP Website
- Onsite Print and Digital Signage
- Onsite Print and Digital Signage
- Print, Radio
- Billboards
- Festival Merchandise







## ANTONIO PELAYO PRODUCTIONS MEANS BUSINESS BRAND ACTIVATION

Our unique, urban, site plan provides an intimate opportunities for your brand to directly engage and activate festival attendees in a variety of creative and unique ways from simple table top displays to 1,000 square foot custom activation spaces:

- Custom Onsite Activation Spaces
- Vendor Booths
- Stage Sponsorships
- Product Placement
- Hospitality Lounges
- Festival Tickets for Promotions
- Before and AfterAPP Events



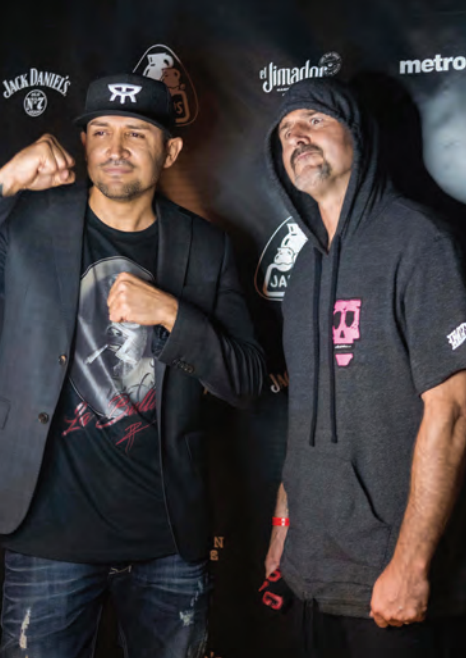




## WHAT PEOPLE ARE SAYING

*"Love supporting what APP produces and its an honor to hosts the festivals!"*

*Actor Danny Trejo*



*"The lineup is always on point and for the right price!"*

*Comedian Mauricio Ahued*

*"APP creates awesome events and has great insights into the modern/pop Latin American art world."*

*Artist Danny Galleote*

*"APP events are not found anywhere in the world, only in Los Angeles."*

*Actor/Painter David Arquette*

*"El Velorio is one of the best Day of the Dead festivals in Los Angeles." -LA ist*

*"Antonio Pelayo has had a strong influence in the Los Angeles art scene." -Lowrider Magazine*



*"APP events are an incredible display of art, music and culture."*

*-LA Times*





## 2023 PARTNERSHIP OPPORTUNITIES

APP has a variety of partnership opportunities and levels, which can be customized to fit any business' event marketing and brand activation strategies and budget:

- PRESENTING PARTNER
- MAIN STAGE PARTNER
  
- SECOND STAGE PARTNER
- FINANCIAL SERVICES PARTNER
- PLATINUM EXPERIENCE PARTNER
- VIP EXPERIENCE PARTNER
- LA FEASTS PARTNER
- LA ARTS PARTNER
- LA PLAYS PARTNER
- LA SHOPS PARTNER
- BATTLE OF THE BANDS PARTNER
- DJ COMPETITION PARTNER

Custom partnership details are available upon request and if you or your agency have existing brand activations, let us know, as we are always interested in new and innovative ways to enhance the experience for our festival attendees and drive leads and ROI to your business







# CURRENT AND PAST PARTNERS







**WE WANT TO HEAR FROM YOU!**

**LET US KNOW WHAT YOU THINK  
AND HOW WE CAN HELP YOU REACH YOUR GOALS  
AS AN ANTONIO PELAYO PRODUCTIONS PARTNER.**

*Contact our partnership team today!*

**ANTONIO PELAYO**

*Director of Partnerships & Marketing*

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