

Community Sponsorship



Patagonia
Tango Company

Stepping up to

THE ALEX

November 22

About Us

Patagonia Tango Company is LA's premier professional Argentine Tango & Folclore Company.

Founded in Los Angeles in 2021, Patagonia Tango Company features resident company dancers and a rotating cast of seasonal guest artists from Argentina.

NOVEMBER 22, 2024



Directors: Oscar & Romina

Una Noche Porteña at The ALEX Theatre

For the first time, Patagonia Tango Company will grace the historic stage of the ALEX theatre with an internationally acclaimed show featuring talent direct from Argentina. "Una Noche Porteña" features 12 dancers, 4 musicians and the voice of one of Argentina's hottest singers, Marcelo "ACHE" Rey, in an unforgettable evening celebrating Argentina's beloved patrimony, the Tango.

Directors Oscar Mansilla and Romina Rodríguez have been based in Glendale, California since 2021 and for years have been synonymous with promoting traditional Argentine tango and folklore to the greater LA community, especially in Glendale, Burbank and the San Fernando Valley. Now for the first time, they are honored to share their love for tango in partnership with Glendale's most prestigious stage, The ALEX.

The ALEX Theatre is Glendale's finest theatre, offering seating for 1,400 guests in an outstanding art deco building in operation since 1925. The ALEX is known for presenting culturally diverse and relevant works for the local community and has a loyal and devoted following.



Singer: Ache Rey

ADVERTISING OPPORTUNITIES

OUR AUDIENCE

We anticipate a live audience of 1,000 plus an extensive reach on social media, print and digital marketing campaigns.

The scope of our audience is vast and includes:

- Argentine Americans
- Argentine Expats
- Lovers of ARGENTINE Culture
- Dance and Music Lovers
- Multi-generational Families
- Glendale and Surrounding Area Locals
- Tango Pros and Students
- Households with children enrolled in dance
- Patrons of the ARTS

Event Advertising

Event Program Ad Space

- Quarter Page Ad - \$100
- Half Page Ad - \$250
- Full Page Ad - \$400
- Pop Up Banner - \$100

Sponsorship Packages

Silver Sponsorship

- Company logo displayed on the event website, promotional materials and pre-show backdrop.
- Quarter page ad in event program.
- Mention of company name in press releases and newsletters.
- Social media shout-outs before, during, and after the event.
- 2 complimentary show tickets.

\$500

Gold Sponsorship

- Prominent display of company logo on the event website, promotional materials, and pre-show backdrop.
- Pop Up Banner at Event.
- Half page ad in event program.
- Featured in dedicated email blasts to audience.
- Multiple social media mentions across all event platforms.
- 4 Complimentary show tickets.

\$1,000

Platinum Sponsorship

- Premium logo placement on the event website, promotional materials, and pre-show backdrop.
- Pop Up Banner at Event
- Full page ad in event program.
- Featured in all press releases, newsletters, and marketing campaigns.
- Social media campaign highlighting the partnership.
- 6 Complimentary show tickets.

\$1,500

WANT TO SUPPORT ANOTHER WAY?
CONTACT IUS ABOUT IN-KIND
DONATIONS, EDUCATIONAL OUTREACH
OR OTHER OPPORTUNITIES.




Thank You

We look forward to partnering with you.



PATAGONIA TANGO COMPANY

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 www.PatagoniaTango.com

 [Patagonia Tango Company](https://www.instagram.com/PatagoniaTangoCompany)

 www.TheALEX.com