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Marketing Opportunities



MARCH

An empowering weekend kicked off with an invite-only VIP and Celebrity Red Carpet Luncheon to honor and celebrate the nation's most outstanding Hispanic celebrities and influencers in entertainment, business, and entrepreneurship. The following day consists of a FREE all-day event full of insightful panels, workshops, and sponsor activations engaging Latinas who seek to learn from experts and thought leaders while networking with other professionals.



MAY

Signature star-studded franchise consisting of a Media Event and exclusive invite-only VIP Red Carpet Cocktail party to celebrate the 50 most beautiful — inside and out — Hispanics.



OCTOBER

Festival People en Español, our free two-day consumer event, draws multiple generations of Latinos providing access to top Hispanic celebrities, influencers, and community leaders during Hispanic Heritage Month. Content includes panel discussions, musical performances, sponsor activations and more, curated to engage, inform and inspire our audience!



YEAR-LONG

Powered by custom print and digital promotional pieces, this signature four day in-store event puts hero products in the spotlight at 250 Walmart stores nationwide allowing consumers to sample product, interact with brand ambassadors, and purchase onsite, all within your brand's exclusive demonstration!
