

9911 Seminole Blvd.  
Seminole, FL 33772

**CENTRO**  
TAMPA

The future  
*is* Latino.



# CENTRO + FTOL

## CENTRO + FORD TASTE OF LATINO FOOD FESTIVAL

# MEDIA PARTNERSHIP

The Media Partnership proposal includes the following benefits:

The goals of our media partnership with Ford Taste Of Latino Food Festival are to promote and celebrate cultural diversity, amplify the local Hispanic community, and provide exposure to the event through our media channels. We aim to effectively communicate the mission and vision of the event while enhancing brand recognition among our loyal readership. Through this collaboration, we strive to broaden the reach of the Ford Tase of Latino Food Festival, ensuring it resonates with a wider audience and leaves a lasting impact on the community.

### ➤ **Promotional Advertisement**

*Full-page advertisement (6 columns x 9.75") in Centro Tampa for 7 consecutive weeks, starting on September 20th plus 7 advertorial 1/2 page publications*

### ➤ **Editorial Feature in Centro Tampa Bay**

Our editorial team will share multiple articles before and after the event.

### ➤ **Digital + Banners on [www.centrotampabay.com](http://www.centrotampabay.com)**

We will provide *3 digital banners* displayed in various positions within our website with an estimated 20,000 impressions. Additionally, we will offer *1 static digital ad* in the "Sabor a Tampa" section, taking control of our local section that focuses on the foodie community in Tampa Bay. We will also complemented festival promotion across all our social media platforms sharing 1 post via *Facebook, and Instagram* and a recap video of the event.

# CENTRO + FTOL

## CENTRO + FTOL MEDIA PARTNERSHIP

Static Web Banner

Sabor a Tampa

Start Date: 8/21/23 - 10/15/23



# CENTRO + FTOL

## CENTRO + FTOL MEDIA PARTNERSHIP

Ex 1/3 Static Web Banners

Sabor a Tampa

Start Date: 8/21/23 - 10/15/23

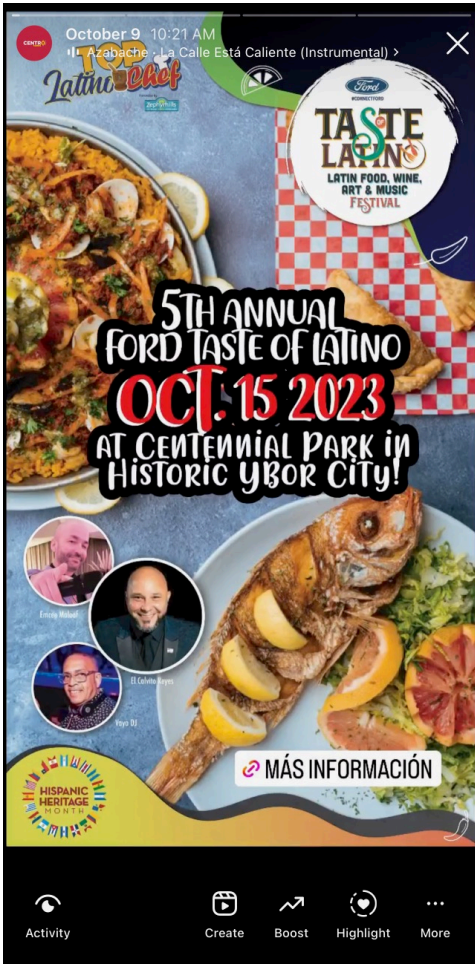




# CENTRO + FTOL

# CENTRO + FTOL MEDIA PARTNERSHIP

Social Media Post  
Oct 9 + Oct 15



# CENTRO + FTOL

## CENTRO + FTOL MEDIA PARTNERSHIP

Full Page Ad

**Ford CONNECTOR TASTE OF LATINO**  
LATIN FOOD, WINE, ART & MUSIC FESTIVAL

**5TH ANNUAL FORD TASTE OF LATINO FOOD FESTIVAL**  
OCT. 15 2023  
AT CENTENNIAL PARK IN HISTORIC YBOR CITY!

The free family festival will be held on 3 City Streets, as well as at Ybor's popular Centennial Park. The VIP area will be held at the Ybor City Museum and Gardens.

BRING YOUR BEACH CHAIR AND ENJOY FOOD, ART AND LIVE MUSIC! EVEN SOME FREE SALSA DANCE LESSONS!

Are you a good Domino player? If so Register to be a part of our Domino Tournament!

Latino Dish Contest Features Top Chef Latino Dish-Professional contest to see who makes the BEST Latino Dishes in Tampa Bay!

Awards Ceremony Featuring the 2023 TOP Latino Lideres

Emcee Maloof | El Calvito Reyes | Vaya DJ

**HISPANIC HERITAGE MONTH**  
VISIT TAMPA BAY TREASURY AWARDS

**Zephyrhills** 100% NATURAL FLORIDA SPRING WATER

**92.5 MAXIMA** Tu Música Al Ritmo

**CENTRO TAMPA** #CONNECTFORD

### 7 week publication:

- \* 8/30/23
- \* 9/6/23
- \* 9/13/23
- \* 9/20/23
- \* 9/27/23
- \* 10/4/23
- \* 10/11/23



# CENTRO + FTOL

## CENTRO + FTOL **MEDIA PARTNERSHIP**

Half page advertorial

### Celebra la Herencia Hispana



Vive la vibrante cultura hispana en el 5to Festival Anual Ford Taste of Latino en Ybor City el 15 de octubre de 2023 de 12pm a 6pm. Únete a los líderes hispanos y latinos de Tampa Bay y Florida en una fiesta llena de comida deliciosa, arte cautivador y música en vivo. ¡No te pierdas este evento único para conectar con la herencia hispana!



**OCT 15, 2023**  
Centennial Park - Ybor City  
Más información en [tasteoflatino.com](http://tasteoflatino.com)

7 week  
publication:

- \* 8/30/23
- \* 9/6/23
- \* 9/13/23
- \* 9/20/23
- \* 9/27/23
- \* 10/4/23
- \* 10/11/23



# CENTRO + FTOL

## REFERENCES OF PARTNERSHIP

- \* Social Media Video Recap: <https://www.instagram.com/reel/CybY1qfRhXk/?igshid=MzRIODBiNWFIZA%3D%3D>
- \* Article: <https://www.centrotampabay.com/cultura/22-formas-de-celebrar-el-mes-de-la-herencia-hispana-en-el-%C3%A1r/>
- \* Article : <https://www.centrotampabay.com/noticias/locales/fordtasteontalatinoregresaatampa/>
- \* Article : <https://www.centrotampabay.com/2023-ford-taste-of-latino-festival/>
- \* 8/30/23 : [https://www.tampabeacon.com/edition/page-9-centro-08-30-23-5/page\\_0185a300-ecde-5280-a4cd-ba4ef7461266.html](https://www.tampabeacon.com/edition/page-9-centro-08-30-23-5/page_0185a300-ecde-5280-a4cd-ba4ef7461266.html)
- \* 9/6/23 : [https://www.tampabeacon.com/edition/page-9-centro-09-06-23-1/page\\_1b779738-264b-56ad-a325-f5f03660d7f1.html](https://www.tampabeacon.com/edition/page-9-centro-09-06-23-1/page_1b779738-264b-56ad-a325-f5f03660d7f1.html)
- \* 9/13/23: [https://www.tampabeacon.com/edition/page-9-centro-09-13-23-1/page\\_e048b3f0-f23a-5539-9557-663d507ed3d3.html](https://www.tampabeacon.com/edition/page-9-centro-09-13-23-1/page_e048b3f0-f23a-5539-9557-663d507ed3d3.html)
- \* 9/20/23 : [https://www.tampabeacon.com/edition/page-9-centro-09-20-23-1/page\\_e4dfcea4-f8b7-56da-9296-a209721d463c.html](https://www.tampabeacon.com/edition/page-9-centro-09-20-23-1/page_e4dfcea4-f8b7-56da-9296-a209721d463c.html)
- \* 9/27/23: [https://www.tampabeacon.com/edition/page-9-centro-09-27-23-1/page\\_91b507a2-71b4-5771-b466-a05927394c90.html](https://www.tampabeacon.com/edition/page-9-centro-09-27-23-1/page_91b507a2-71b4-5771-b466-a05927394c90.html)
- \* 10/4/23: [https://www.tampabeacon.com/edition/page-9-centro-10-04-23-1/page\\_72dc8387-677e-53d5-ac89-e523e6ea836a.html](https://www.tampabeacon.com/edition/page-9-centro-10-04-23-1/page_72dc8387-677e-53d5-ac89-e523e6ea836a.html)
- \* 10/11/23: [https://www.tampabeacon.com/edition/page-9-centro-10-11-23-1/page\\_9d18e2f8-f040-596c-92a6-b50837e30ed5.html](https://www.tampabeacon.com/edition/page-9-centro-10-11-23-1/page_9d18e2f8-f040-596c-92a6-b50837e30ed5.html)

## Get in touch

**Centro Tampa Bay**  
9911 Seminole Blvd.  
Seminole, FL 33772

**727-397-5563**  
**Fax: 727-397-5900**  
**[www.centrotampabay.com](http://www.centrotampabay.com)**

### Sales

**Carolina Ruiz Mederos**  
Product Manager  
787-215-4522  
[cruiz@CentroTampaBay.com](mailto:cruiz@CentroTampaBay.com)

### Corporate

**Justo “Jay” Rey**  
President & Publisher  
[jrey@CentroTampaBay.com](mailto:jrey@CentroTampaBay.com)

### Editorial

For press or media inquiries please  
email:  
[editorial@CentroTampaBay.com](mailto:editorial@CentroTampaBay.com)

### Follow Us

Facebook: CENTRO Tampa  
Instagram: @centrotampabay  
Twitter: @centrotampa