


Latinos en Spokane Presents

LATINO AND HISPANIC HERITAGE EVENTS 2024



Latinos En Spokane is a 501(c)(3), non-profit organization centered on supporting citizen participation, culturally-led community development, and empowerment of the Latino and immigrant population in Spokane County. Our vision is to be a transformative force for systemic change, racial justice, climate action, health, and wealth, to empower Latinos, immigrants, and marginalized communities of Eastern Washington. Our mission is to lead our work by providing wrap-around services, building cultural landscapes, supporting entrepreneurs, organizing our community, and creating policies for justice and inclusion.





Latinos En Spokane is preparing for our 2024 Latino and Hispanic Heritage Month celebrations, and we want to invite you to be a part of bringing all the color and vibrancy of Latino culture to Spokane!

Latino and Hispanic Heritage Month is a time when we come together to recognize and celebrate our rich cultural diversity, migration history, and the invaluable contributions of Hispanic and Latino people in the United States.

We are actively creating cultural events that reflect the growing and diverse population of Latino immigrants in our region. These celebrations are not just about festivities; they are about creating a sense of belonging and spaces where we can honor our shared Latino heritage. Our roots run deep, drawing from Spain, Indigenous traditions, and Afro-Latino communities whose ancestral and cultural ties to Latin America long predate the colonization of the Americas.

This year, we are continuing our Independence Day celebrations to share our unique cultural traditions, foods, music, dances, and much more. We also have an exciting lineup of events that everyone in Spokane can enjoy!

We are committed to creating spaces where all of Spokane can participate and immerse themselves in our culture firsthand. We invite you to become a sponsor and help us bring these cultural events to life this September. Your support will be instrumental in making this year's celebrations truly unforgettable.

We look forward to partnering with you to make these celebrations a success and to continue supporting our growing Latino community.

For more information on sponsorship opportunities, please contact us at 509-558-9359 or email aderas@latinosenspokane.org.



CULTURAL EVENTS IN 2024



1. Mexican Independence Day | September 14 | 2pm-10pm | Riverfront Park Pavillion



Mexican Independence Day is celebrated on September 16th and commemorates the beginning of Mexico's fight for independence from Spanish rule in 1810. It marks the historical moment when Miguel Hidalgo y Costilla, a Catholic priest, issued the famous "Grito de Dolores," rallying the Mexican people to rise against the colonial government.

Hosting cultural events like Mexican Independence Day is crucial for fostering a sense of inclusion and community. Such celebrations provide an opportunity for residents of diverse backgrounds to share and experience Mexico's rich cultural traditions. They help build bridges between different communities, promote mutual understanding, and celebrate the city's multicultural communities. These events enrich the entire community's cultural landscape, making everyone feel valued and included.

The celebration of Mexican Independence Day will be filled with live music, authentic food, Mexican history, fun games, and opportunities for hands-on crafts. It's a day you won't want to miss!

2. Central America Independence Day | September 27 | 5pm-8pm | Manito Park



Central America Independence Day, observed on September 15th, commemorates the independence of five Central American countries—**Guatemala, Honduras, El Salvador, Nicaragua, and Costa Rica**—from Spanish rule in 1821. This day is celebrated with traditional music and dance, vibrant cultural displays, and delicious Central American cuisine.

Having a Central America Independence Day celebration in Spokane fosters cultural understanding and appreciation within the community. It provides an opportunity for residents of Central American descent to share their rich heritage, promoting diversity and inclusion. Such a celebration enriches Spokane's cultural tapestry, allowing residents to experience the diverse traditions, music, dance, and cuisine of Central America. This not only strengthens community bonds but also highlights the multicultural nature of Spokane, making it a more inclusive and dynamic place to live.

Moreover, celebrating Central America Independence Day serves as a reminder of the resilience and spirit of the Central American people, inspiring unity and pride among all who participate. It is a time for the community to come together, learn about Central American history and traditions, and celebrate the contributions of Central American-Americans to the cultural and social fabric of Spokane.

3. Celebrating Venezuela | October 11 | 5pm-8pm | Manito Park

Celebrando Venezuela is a day dedicated to celebrating Venezuelan traditions and culture, offering a vibrant glimpse into the country's rich heritage and spirited way of life. Venezuelan culture is a fusion of Indigenous, African, and Spanish influences, evident in its music, dance, food, and festivals. Traditional music genres like joropo, with its lively rhythms and use of instruments like the harp, maracas, and cuatro, are central to many festivities. Come enjoy delicious arepas (cornmeal cakes), hallacas (a type of tamale), and pabellón criollo (the national dish consisting of rice, black beans, and shredded beef).

Celebrando Venezuela in Spokane, WA, is important because it fosters cultural understanding and appreciation within the community. It provides an opportunity for Venezuelan residents to share their heritage, promoting diversity and inclusion. Such a celebration enriches Spokane's cultural tapestry, allowing residents to experience the vibrant traditions, music, dance, and cuisine of Venezuela. This not only strengthens community bonds but also highlights the multicultural nature of Spokane, making it a more inclusive and dynamic place to live.



4. Lucha Libre | October 19 | 5pm-10pm | West Central Community Center

Lucha Libre, or Mexican professional wrestling, is not just a sport but a vibrant cultural spectacle known for its colorful masks, high-flying acrobatics, and dramatic storytelling. By attending our Lucha Libre event, you will experience an authentic and thrilling aspect of Mexican culture that is both entertaining and deeply rooted in tradition.

Experience the thrill of Lucha Libre—Witness the epic clash between the good guys (Tecnicos) and the bad guys (Rudos) in a spectacle you cannot miss. All Ages Welcome!

Secure Your Tickets Now! All proceeds from this event will support the Poder Legal Department in providing free legal services.



5. Día de los Muertos | October 27 – November 2 | LES Center

Día de los Muertos, or Day of the Dead, is a deeply meaningful and colorful Mexican tradition that we celebrate for a week in Spokane, WA. This cultural event serves as a beautiful homage to our loved ones who have passed away, honoring their memory in various ways each day from October 27th to November 2nd.



Each day of our week-long celebration holds special significance:

- **Friday, October 27:** We welcome back our beloved pets from beyond with a special pet-only altar.
- **Saturday, October 28:** We honor those who died suddenly, placing candles and white flowers on the altar.
- **Sunday, October 29:** We pay tribute to those who died by drowning.
- **Monday, October 30:** We dedicate this day to the forgotten souls who no longer have family.
- **Tuesday, October 31:** Children who were born or died without being baptized are remembered.
- **Wednesday, November 1:** We honor all the children who passed away with a skull painting workshop and a procession.
- **Thursday, November 2:** The arrival of all deceased adults, including grandparents, is expected.

In addition to these daily commemorations, our celebration features educational workshops and activities. We offer a psychology workshop on coping with grief, especially for those who have migrated to another country, along with resources for helping children adjust to new lives.

By celebrating Día de los Muertos in Spokane, we not only preserve and share Mexican culture but also provide a space for healing, remembrance, and community connection. Join us as we celebrate life and honor our loved ones in a beautiful and meaningful way.

6. Tamalada



Join us for our annual Tamalada event, a celebration of tamale culture! This exciting event features a diverse array of vendors selling delicious tamales from various Latin countries, offering a unique culinary experience for all attendees.

At the heart of our Tamalada is the friendly competition to crown the best tamale. Participants can taste tamales from different traditions and regions, and then cast their votes for their favorite. The tamale with the most votes wins the prestigious title of "Best Tamale" and a \$200 cash prize!

Our Tamalada event is not just about delicious food; it's a community gathering that celebrates Latin culture and culinary heritage. It's a fantastic opportunity to experience the rich flavors and traditions of tamales, connect with local vendors, and enjoy a festive atmosphere filled with music, laughter, and camaraderie.

Don't miss out on this flavorful celebration—come, taste, vote, and be part of a beloved community tradition!

7. Dia de las Velitas



Dia de las Velitas, or Day of Candles, is a cherished Colombian tradition that holds deep cultural significance. Celebrated on December 7th, this day commemorates the Immaculate Conception and pays homage to the Virgin Mary. It marks the beginning of the Christmas festivities in Colombia. It is a time for families to come together, share traditional foods, and enjoy the festive spirit.

During this time Colombians decorate the front entrance of their homes and streets with candles, illuminating the night with their warm glow. These candles symbolize unity, peace, light, and hope for a better tomorrow. As each candle is lit, it represents a prayer or wish for blessings and protection.

Join as we honor and preserve Colombian culture, creating a sense of community and connection among residents. This celebration allows Colombians living in Spokane to share their heritage with others and promote cultural understanding and appreciation.

8. Posada & Toy Drive



Join us for our annual Posada event, a cherished tradition that brings our community together to celebrate the rich cultural heritage of Latin America.

Posada, meaning "inn" in Spanish, is a festive ritual celebrated over nine days, starting on December 16th. In this vibrant tradition, two people portray Mary and Joseph, leading a candlelit procession through the community, symbolizing their search for shelter. This procession, filled with neighbors and friends adorned in costumes, stops at various homes each night. Initially turned away, they eventually find a welcoming home where the community gathers to celebrate.

In our community, 'La Posada' is more than just an inn; it's about opening our hearts and homes. The phrase 'dar posada' means offering a place to stay for free, symbolizing a warm, welcoming space for all.

Latinos En Spokane hosts this annual Posada to celebrate and preserve Latin American traditions. Together, we share traditional holiday foods, desserts, songs, piñatas, and distribute toys to Latino and immigrant families. Leading up to the Posada, we collect toys for our annual Toy Drive, which culminates during the event. Last year, thanks to the generosity of our community, we were able to distribute over 406 toys to children.

Join us for a night of cultural celebration, community spirit, and holiday joy. Your participation helps keep these beloved traditions alive and supports families in need during the festive season.



LATINO AND HISPANIC HERITAGE EVENTS SPONSORSHIP BENEFITS



Sponsoring our Latinos En Spokane Hispanic and Latino Heritage events offers a unique opportunity to align your brand with a vibrant and culturally significant event.

Community Engagement: Sponsoring this event allows your business to connect with a diverse and engaged audience, demonstrating your commitment to supporting and celebrating multiculturalism in Spokane.

Brand Visibility: With a wide array of festivities including parades, music, and dance, your brand will be prominently featured in event materials, signage, and promotions, increasing your visibility within the community.

Positive Brand Image: Associating your brand with this cultural celebration enhances your reputation as a socially responsible and community-focused business, fostering goodwill among current and potential customers.

Networking Opportunities: The event provides a platform to interact with community leaders, local influencers, and other businesses, opening doors for future collaborations and partnerships.

Employee Engagement: Sponsorship offers opportunities for your employees to participate in the event, boosting morale and fostering a sense of pride in working for a company that values diversity and inclusion.



By sponsoring our Latino and Hispanic Heritage celebrations, you not only support significant cultural events but also enhance your brand's presence and reputation in the Spokane community.

SPONSORSHIP LEVELS



Platinum Sponsor: \$10,000

- 8 tickets to the Lucha Libre event
- Company picture with Mexican Independence musical performers
- Recognition at the event stage
- Company banner on event site or stage
- Recognition as a Platinum Sponsor with your logo on all event collateral materials
- Logo with link to your website for each event recap newsletter
- Your company's logo on Latinos En Spokane's website for six months, with a link to your website
- Social Media recognition on all of Latinos En Spokane's social media platforms
- Logo on step and repeat photo backdrop for Mexican Independence Day

Gold Sponsor: \$5,000

- 6 tickets to the Lucha Libre event
- Company banner on event site or stage
- Recognition as a Platinum Sponsor with your logo on all event collateral materials
- Logo with link to your website for each event recap newsletter
- Your company's logo on Latinos En Spokane's website for three months, with a link to your website
- Logo on step and repeat photo backdrop for Mexican Independence Day

Silver Sponsor: \$2,000

- 4 tickets to the Lucha Libre event
- Company banner on event site or stage
- Logo on events collateral materials

Community Sponsor: \$500

- 2 tickets to the Lucha Libre event
- Company banner on event site or stage
- Logo on events collateral materials

**For more information on sponsorship opportunities,
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