

In Honor of
Women's Month

Viva La
Mujer

2026 Market

SPONSORSHIP PROPOSAL

Contact info:

Viva La Mujer Chicago

hello@vivalamujerchicago.com

<https://www.vivalamujerchicago.com>



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ABOUT US

The Viva La Mujer Event stands as an annual market and celebration held in March, paying homage to Women's History Month. Our primary objective is to establish a positive and uplifting environment that champions women artists, crafters, and small businesses. This is achieved through collaborative efforts, as we unite to showcase the unique talents of women and extend a warm invitation to the community to join us in celebrating the creative and entrepreneurial spirit of women at our vending events.



Viva La
Mujer

OUR MISSION

The mission of the Viva La Mujer Art Market is to elevate the brands of women artists, crafters, and small business owners in Chicago.



MEET OUR TEAM



Sugeiri Martinez & Lorena Almanza
Founders of Viva La Mujer Market
Logistics & Operations
Founders of Mestiza Shop



Karina Mora
Project Manager & Photography
**Founder of Elevating
La Cultura Podcast**



Xochitl Carmona
Marketing & Video Content
**Founder of Werk Mija
Apparel & Podcast**

ABOUT THE EVENT

The Viva La Mujer event is a culturally curated shopping experience celebrating Womxn entrepreneurs. Fueled by community and connections, the Viva La Mujer Market continues to attract more attendees each year eager to shop small and support local businesses.

2026 Date

Sunday, March 22nd | 12pm-5pm
Bridgeport Arts Center
1200 W. 35th St, Chicago, IL 60609

Event Reach

2,000+ Attendees
70 Participants

AUDIENCE REACH

Millennial & GenX Focused

**70% of our audience is
between the age of 28-55**

Womxn-Owned

**100% of our participating small
businesses are owned by
women**

Womxn Consumers

85% of shoppers are women



As a Viva La Mujer Market sponsor, your brand aligns with our diverse audience residing in the Chicagoland area. Viva La Mujer market works with various business owners and attracts hundreds of visitors annually, offering your brand a unique opportunity to connect with the local Latine community.



SPONSOR PACKAGE

| Tier | Investment | Includes |
|---------------------|------------|--|
| Tulipán Sponsor | \$200 | <ul style="list-style-type: none"> • Website recognition (logo + link) • Social media static post mention • Name included in post-event thank you • Business info/ promotional item in swag bag (provided by sponsor) |
| Rosa Sponsor | \$500 | <p>All \$200 benefits, PLUS:</p> <ul style="list-style-type: none"> • 6×8 vendor space • Logo on event signage |
| Cempasúchil Sponsor | \$1,000 | <p>All \$500 benefits, PLUS:</p> <ul style="list-style-type: none"> • 7×8 vendor space • Logo on print flyers (where applicable) |
| Orquídea Sponsor | \$1,500 | <p>All \$1,000 benefits, PLUS:</p> <ul style="list-style-type: none"> • 10×7 premium vendor placement • Exclusive wristband branding worn by all attendees • Logo on step-and-repeat backdrop • Sponsor Spotlight Reel (Instagram/TikTok) • Priority visibility in digital + print sponsor sections |
| Poderosa Sponsor | \$2,000 | <p>All \$1,500 benefits, PLUS:</p> <ul style="list-style-type: none"> • Exclusive lanyard branding (vendors, staff, VIPs) • Logo printed on staff + volunteer shirts • Logo printed on the official Viva La Mujer tote bag • Dedicated email blast + blog/press feature • Top-tier priority logo placement across signage, printed materials, and digital assets |

SPONSOR PACKAGE

(Comparison Chart)

| Benefit | \$200 | \$500 | \$1,000 | \$1,500 | \$2,000 |
|-------------------------------|-----------------|-----------------|-----------------|----------------------|-------------------------------|
| Website Recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Recognition | ✓ | ✓ | ✓ | Spotlight Group Reel | Spotlight + dedicated feature |
| Vendor Space | — | 6×8 | 7×8 | 10×7 premium | 10×7 premium |
| Wristband Branding | — | — | — | ✓ | ✓ (secondary if desired) |
| Lanyard Branding | — | — | — | — | ✓ exclusive |
| Tote Bag Branding | — | — | — | Add-on (+\$750) | ✓ included |
| Staff Shirt Branding | — | — | — | — | ✓ |
| Step-and-Repeat Logo | — | — | — | ✓ | ✓ (priority size) |
| Newsletter Mention | — | — | ✓ | ✓ | ✓ |
| Spotlight Reel | — | — | — | ✓ | ✓ |
| Dedicated Email/Press Feature | — | — | — | — | ✓ |
| Category Exclusivity Option | Add-on (+\$500) | Add-on (+\$500) | Add-on (+\$500) | Add-on (+\$500) | Add-on (+\$500) |



THANK
YOU!

Contact

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READY TO BE PART OF VIVA LA MUJER? JOIN US TODAY!
[CLICK HERE FOR SPONSOR SIGN UP](#)