



LATIN DANCE

A CELEBRATION OF
LATIN HERITAGE
in motion

REVUE

Sponsorship Opportunities *guidebook*

Sunday, December 7, 2025
Athenaeum Theater
2936 N Southport Ave, Chicago

Organized by: **LATIN STREET**
MUSIC DANCING

A Letter From Our CEO

I remember sitting in a theater many years ago, watching a grand Tango production and thinking to myself: This can be done with all Latin dances and styles. That moment sparked a vision, and in 2001, I created the Latin Dance Revue as a theater production.

We began on a modest stage with a big name at The Dance Center of Columbia College, and soon after expanded to The Copernicus Theater, then the Vittum Theater, and, in 2004, we moved to the Chicago Theater. Looking back, it feels like a lifetime ago—21 years have passed—and at times it almost feels like those performances were just a dream.

Since then, much has changed in my personal life. I experienced a divorce, the heartbreaking loss of my father and best friend in 2013, a new beginning with our Roosevelt Road location in 2016, and the global challenges of COVID in 2020. Through it all, dance remained a constant. Now, after rebuilding and reimagining, we are finally back where we belong—on the theater stage.

Why are we back on stage? The purpose of the Latin Dance Revue is to give thanks and to celebrate. To honor our dance family, our students, our phenomenal staff, our friends, our community, and our partners. We are here to celebrate the transformative, life-changing power of dance. The power of dance is alive and thriving!

We return with renewed energy and a strong community, represented by our student performance teams: Melao' Salsa Team, Melao's Junior, LS Bachata Sensual Team, LS Competition Team, LS Casino Salsa Team, LS Cumbia Team, LS VIP Social Dancing Team, and our Traditional Bachata Team.

This revival would not have been possible without our dedicated studio and dance staff, who pour their creativity and hard work into helping others find joy in dance. A heartfelt thank you to:

Young Mitrising, Abraham Ruiz, Ronny Moran, Yanira Trujillo, Netiti Moori, Skylar Hedgeman, Colleen Touhy, Cindy Estrada, Fabia Ribeiro, Steve Day, Yvonne Vazquez, Jeremy Geiger, Rhonda Clark, Carlos Molina, Danielle Mitchell, Edson De Cuba, Eddie Andino, Jacob Heiss, Antonio Aguirre, Juan Calderon, and Kyla Hallums.

We are also grateful to the parents and children in our programs—our Saturday classes, Kids Summer Camp, and After-School programs—along with the instructors who make these experiences so special. Thank you to Mia Ines Meneses, Autumn Marron, Jocelyn Meza, Stephanie Kacius, Sengvilay "Jungle" Aphay, and Alvin "Mr. Wolf" Harris.

Our gratitude extends as well to the broader dance community, who continue to support our weekly events at Barcocina West Town, La Victoria, Carnivale, The Loft, Vintage Bar, LITE Chicago, Guild Row, Takito Street, and Ostras Lounge. These events wouldn't be possible without our talented events team: Marissa Yee, Megan Cleary, Alexa Hernandez, Frankie J, Dwight Burr, Reynaldo "Reydilla" Sanchez, A-Beatz, Carlitos, JJ Porterfield, and Gene Serrano.

Finally, we are proud to welcome back some of our closest artistic friends and collaborators to this year's Latin Dance Revue. This event brings together both longtime partners who helped shape its beginnings, and new collaborators who continue to carry its spirit forward—reuniting past and present in one vibrant celebration on stage.



ANDRÉS J. MENESES

Latin Dance Revue 2025, Producer
Latin Street Music & Dancing CEO/Founder



*"Let's celebrate. Let's dance. And together,
let's keep changing lives through the
power of movement."*

ABOUT

Latin Dance Revue.

Latin Dance Revue is more than a performance—it's a vibrant cultural showcase that celebrates the richness of Latin and Hispanic dance traditions across the globe. This breathtaking production transports audiences through the universal language of rhythm, passion, and expression, highlighting the dances that have shaped cultures worldwide.

Designed to captivate families, young professionals, and culture enthusiasts alike, the **Latin Dance Revue** offers not only unforgettable live entertainment, but also a platform that educates, uplifts, and connects communities—celebrating heritage, pride, and unity through dance.

*experience the energy.
feel the history.
celebrate the joy.*

WHAT TO EXPECT

A dazzling journey through culture, music, and movement. One day only.

- **Folkloric forms** reimagined in lighting and stagecraft.
- **Urban-born genres** like salsa, cumbia and bachata, pulsing through modern choreography.
- **Cross-cultural interludes** where Andean melodies and Afro-Latin percussion find resonance with jazz, tap, and theatrical staging.

LET YOUR BRAND STEP INTO THIS LIVING NARRATIVE

Stand with us as we celebrate Latin Heritage in Motion, bringing these rhythms into the Christmas season for families, communities, and culture-seekers all across Chicago.



Meet Our Performers *in motion*

GRUPO FOLKLÓRICO VENADO

A vibrant cultural dance ensemble dedicated to preserving and sharing the **rich traditions of Mexican folklore**. Through colorful costumes, authentic choreography, and the powerful rhythms of regional music, the group brings to life the stories, celebrations, and spirit of Mexico's diverse heritage.



CHI X MOVEMENT

Dedicated to elevating **the art of Bachata** with excellence, integrity, and cultural passion. Through dynamic performances, national representation, and rigorous training, the group fosters a professional community where artistry and respect thrive. Dance here is more than movement — it is a platform for unity, discipline, and cultural expression.

ENSEMBLE ESPAÑOL

Dedicated to preserving and promoting **Spanish dance and culture**, showcasing its influence on Latin American art. Through the Escuela Bolera, Classical, Folkloric, and Flamenco styles, the company shares Spain's rich traditions while fostering new artistic creativity within the Ibero-Hispanic experience.



AMARU DANCE COMPANY

Dance is more than movement — it's a language a connection, and a celebration of truth. We create space for authenticity, culture, and story to thrive. United by rhythm and purpose, we move with intention, uplift one another, and honor every journey. Here, accountability is love, unity is soul, and dance is how we rise — together, as a family and a movement.

SISARINA ECUADORIAN

A cultural dance group that preserves **Ecuador's traditions through music**, movement, and storytelling. With authentic choreography, vibrant costumes, and the rhythms of the Andes and coast, the ensemble celebrates heritage, community, and pride, bringing audiences closer to Ecuador's cultural identity.



Sponsorship Overview

Latin Dance Revue is a premier cultural showcase that brings the energy, beauty, and diversity of Latin and Hispanic dance to the big stage. This high-impact production is designed to draw a wide audience — from families and young professionals to arts patrons and culture enthusiasts who seek unforgettable live experiences.

More than a performance, the Revue is a powerful platform for brand visibility and community connection. By celebrating heritage, unity, and artistry, it delivers not only dazzling entertainment but also a meaningful opportunity for sponsors to align with cultural pride, diversity, and the spirit of the holiday season.

Why Sponsor at Latin Dance Revue?

OUR COMMUNITY IN NUMBERS

+27k INSTAGRAM FOLLOWERS

+29k FACEBOOK FOLLOWERS

+60k E-NEWSLETTER SUBSCRIBERS

5 TROPICAL NIGHTS | **200-500** ATTENDEES WEEKLY

AUDIENCE & REACH

EXPECTED ATTENDANCE
900–1,500+ live audience members

DEMOGRAPHICS
Families, young professionals, community leaders, students, and culture enthusiasts

MARKETING REACH
25,000+ through social media, email campaigns, and local media partnerships

COMMUNITY REACH
An inclusive event celebrating diversity, heritage, and the performing arts

What do you get?

—● AUDIENCE REACH

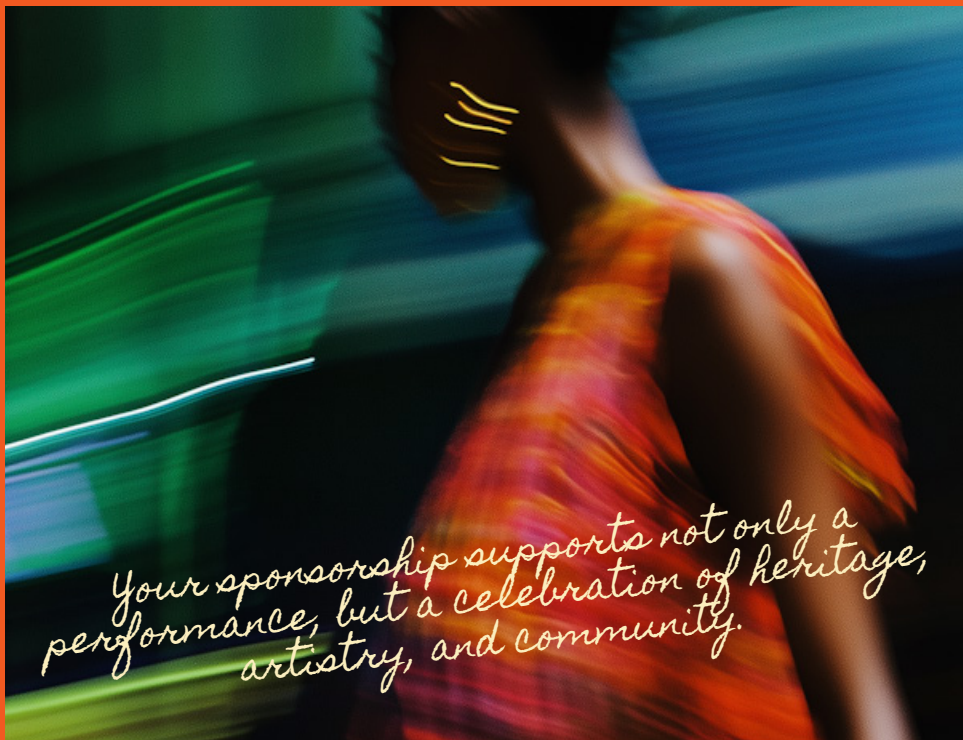
Our revue connects with a wide spectrum of attendees: families seeking holiday entertainment, arts patrons who support cultural experiences, passionate dance lovers, and the broader Chicago community eager for vibrant celebrations. With expected attendance in the hundreds and a digital reach in the thousands, your brand will be seen by a diverse and engaged audience.

—● MARKETING VISIBILITY

Sponsors enjoy visibility on multiple platforms. From stage presence and program book ads to targeted social media campaigns and community promotions, your business will be integrated into the audience's journey — from the first ad they see to the lasting memory of the performance night. Each package ensures your brand is showcased with professionalism and impact.

—● CULTURAL IMPACT

By supporting the Latin Dance Revue, your sponsorship does more than promote your business — it helps uplift Latin heritage during the festive season. Your partnership ensures that traditional and contemporary Latin dance continue to thrive on stage, inspiring audiences and empowering artists. It is an investment in cultural storytelling, unity, and celebration.



A Letter From Our Executive Producer

The art of dance is far more than steps. It is beauty, culture, and expression woven together—an unspoken language that communicates when words fall short. Through movement, the body becomes the narrator, telling stories the heart longs to share.

My own story with dance began at 13, in the Canary Islands. Dance became my refuge—a place to unwind, imagine, and express freely. Soon after, the Contemporary Dance Company by Natalia Medina entrusted me with a 15-month scholarship, immersing me in rigorous training and performance. It was there that I discovered that dance is not only about technique, but about humility, respect, leadership, and kindness. Those values shaped me as I explored contemporary and urban styles, eventually competing and showcasing on larger stages.

When I arrived in the United States, my journey continued as the Poms Dance Coach at Taylor University while earning my bachelor's in Media Production. Graduation collided with the pandemic, but what seemed like an ending opened a new chapter. I turned toward Latin styles—familiar yet fresh—and found myself falling in love all over again.

Working at Latin Street under the leadership of Andrés Meneses and alongside gifted partners like Ronny Moran and Abraham Ruiz reignited a passion I thought I had left behind: dancing professionally.


But my love for dance is not mine alone. Bringing the Latin Dance Revue to life alongside Andrés Meneses is a gift to the next generation—a celebration of culture, legacy, and love.

It is pure joy to share these values on stage, where music, light, and movement converge into a universal language that unites us all.



YANIRA TRUJILLO-VALERÓN

Latin Dance Revue 2025, Executive Producer
Latin Street Music & Dancing, Artistic Director



*"Enjoy the show,
and share the movement."*

Our Sponsorship Packages

Bronze Package \$ 500

WHAT'S INCLUDED?

- **Your logo will be featured** on our website and across all social media platforms (Instagram, Facebook, LinkedIn) — reaching THOUSANDS of potential customers!
- **3 Months of Strategic Promotion** (1 post per month) + Direct Access to Our Community.
- **Quarter-Page Ad in Our Program Book** — Your business will be front and center in a professionally designed program distributed to ALL attendees.

Silver Package \$ 1000

WHAT'S INCLUDED?

- **All BRONZE benefits +**
- **1 Exclusive Social Media Feature** — Dedicated posts showcasing your business to our growing audience of dance and lifestyle enthusiasts.
- **Half-Page Ad in Our Program Book** — Your business will be front and center in a professionally designed program distributed to ALL attendees.
- **Logo Placement** on all event marketing materials — flyers, posters, and online ads.

Gold Package \$3,000

WHAT'S INCLUDED?

- **All SILVER benefits +**
- **Full-Page Ad in Our Program Book** — Your business will be prominently featured in a professionally designed program distributed to all attendees.
- **Monthly Business Spotlight (2 posts per month)** — Dedicated posts featuring your brand's story, products, and services across our social platforms.
- **Email Blast Feature** — Your business is included in our exclusive newsletter, reaching a highly targeted and engaged audience.

Platinum Package \$5,000

WHAT'S INCLUDED?

- **All GOLD benefits +**
- **Full-Page Ad Inside Back Cover on Our Program Book** (seen by all attendees).
- **VIP Vendor Table** in prime location for maximum exposure.
- **5 FREE Party Entry Tickets** for team or clients.
- **Premium "Platinum Sponsor" Spotlight on Website & Social Media** (dedicated post + highlight reel).
- **Exclusive Stage Shout-Out** by our hosts at EVERY major event.

Title Sponsor \$10,000

WHAT'S INCLUDED?

- **All GOLD benefits +**
- **10 FREE Party Entry Tickets** — Treat your team or clients to an unforgettable night of dancing and celebration!
- **Exclusive Behind-the-Scenes Access** — Meet international professional dancers, attend private rehearsals, and network with influencers and key players in the dance community.
- **Other proposed activations will be considered.**

We'd love to connect with you!

If you're interested in becoming a sponsor, partner, or collaborator, we're here to answer your questions and explore how we can work together.

Get in touch

SPONSORSHIP INQUIRIES:

Email: andres@latinstreetmusic.com

Phone: (312) 427-2572

MAILING ADDRESS:

Latin Street Music & Dancing
600 W Roosevelt Rd #2w, Chicago, IL 60607

Why Partner With Us?

By sponsoring, you're not only supporting cultural arts and dance but also gaining exposure to a diverse, engaged, and growing community. We offer customizable sponsorship packages to fit your brand's vision.

