

HOLA!

NEW LAND
THEATRICALS

Loud and Live

PRESENTS

IV AMÉRICA VIVA GALA SHOW

ART AND PHILANTHROPY WORKING TOGETHER

OCT 5, 2024
ADRIENNE ARSHT CENTER
MIAMI

IN SUPPORT OF



WILLIAM S. AND JAMES L. KNIGHT CONCERT HALL





AMÉRICA VIVA! SHOW

A top-10 show at the largest art festival in the world (The Edinburgh Festival Fringe) and a Latin Grammy nominee, América Viva! is a dance and music spectacular that celebrates the mestizaje of the Americas. Surrounded by stunning video projections, more than 100 dancers, musicians, and singers (from New Land Dance Company, América Viva Band, and Miami Children's Chorus) depict how a mestizo soul was born in the Americas out of a mixture of Spanish, African, and Indigenous cultures.

The show has delighted audiences in countries such as Holland, Germany, Scotland, Switzerland, Argentina, Mexico, United States of America, England, Taiwan and Venezuela, being widely praised by the press:

“Probably the most exciting history lesson you'll ever experience” THE SCOTSMAN, Scotland

“Vivid choreography... grace and exuberance” THE INDEPENDENT, UK



WHAT IS NEW LAND?

We are artistic education. We are performance excellence.
We are proud sons of this New Land.

NEW LAND THEATRICALS is a 501(c)(3) nonprofit organization that promotes the rich cultural diversity and inclusive spirit that define Hispanic Americans.

We aim to connect people through shared experiences and values. We create events and activities that bring diverse people together and provide opportunities for them to participate and feel a sense of belonging.

We provide education and training to young Hispanic American artists through workshops and rehearsals creating professional development opportunities for these emerging artists.

We produce top-class dance and music theater shows headlined by renowned artists in premium theaters, as culmination of our educational programs and activities.

www.newlandtheatricals.org

CO-PRODUCERS

OFFICIAL MEDIA PARTNER



OFFICIAL MARKETING PARTNER



**IV
AMÉRICA
VIVA
GALA SHOW**

ART AND PHILANTHROPY WORKING TOGETHER

A FURTHER SENSE OF PHILANTHROPY

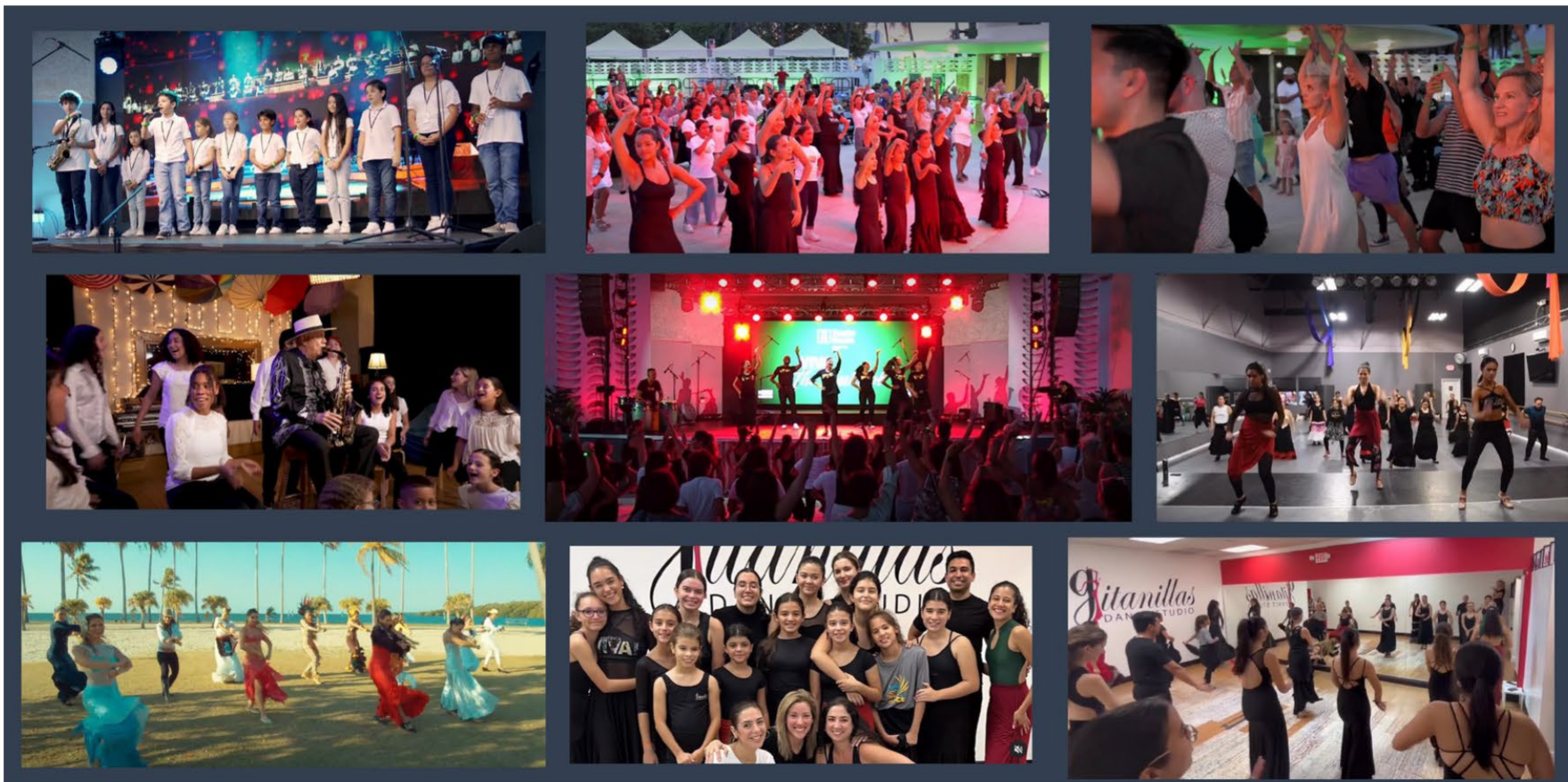
We believe in the transformative power of the arts and its impact on us as empathetic individuals, empowering us with a sense of solidarity and the ability to **collaborate and work collectively**.

A COLLABORATIVE ALLIANCE

AMÉRICA VIVA ALLIANCE (AVA) is a 501c3 nonprofit organization that brings together other nonprofit organizations of different sizes and backgrounds to join forces towards effective fundraising by leveraging on top-class artistic events depicting a message of cultural diversity, inclusion and solidarity.



EDUCATIONAL PROGRAMS AND ACTIVITIES



CULMINATING IN A STUNNING GALA SHOW IN A SUPERB THEATER





**FOR A MEMORABLE CELEBRATION
WITH TOP HEADLINERS AND
EMERGING TALENT**

A BRIEF HISTORY



2021



2022



2023



2024



ADRIENNE ARSHT CENTER KNIGHT CONCERT HALL



CAPACITY: SEATS 2,166

OCTOBER 5, 2024

**A MESSAGE OF UNITY IN DIVERSITY
FROM MIAMI TO THE WORLD**

MARCH 2-5, 2017
FLAMENCO
FESTIVAL MIAMI

JOHN S. AND JAMES L. KNIGHT CO.

IMPACT



To date, more than \$1 million has been raised for the compound mission of building a message of unity, diversity, inclusion, and solidarity through over 300 artists, children, youngsters, and top headliners on stage, and supporting educational programs in the Americas benefiting more than 30,000 children.

AWARDS | RECOGNITION



DAY OF THE EVENT

01.

RED CARPET



02.

**INCA
GARCILASO
MEDAL**



03.

**AMERICA
VIVA! SHOW**



04.

AFTER PARTY



RED CARPET





The Inca Garcilaso medal is bestowed every year upon exceptional individuals and/or institutions to celebrate their contributions in the fields of art, philanthropy, and cultural endeavors that help build better societies.

The medal is inspired by the 'mestizaje' of America as a continent where centuries ago Amerindians, Europeans and Africans intermingled, merging their destinies forever.

Inca Garcilaso can be considered as the 'first mestizo' of the Americas, the quintessential global citizen of this continent. Son of an Inca princess and a Spanish conquistador, and born when there were still no borders in this hemisphere, both cultures merged in him enhancing his creative and humanistic capacities.

The medal is a symbol of such cultural diversity and its connection with the solidarity message of the event.



INCA GARCILASO MEDAL

SHOW FT. SPECIAL GUESTS



➤ Salsa icon Willy Chirino



➤ Flamenco star
Rafael Campallo



➤ Multi-Grammy winner
Paquito D'Rivera



AFTER PARTY

**IV
AMÉRICA
VIVA
GALA SHOW**

Sponsorship Packages 2024



**\$50K
DIAMOND**

**\$25K
PLATINUM**

**\$15K
GOLD**

**\$10K
SILVER**

**\$5K
BRONZE**

VIP TICKETS	30	12	8	6	4
STEP & REPEAT	Logo (D)	Logo (P)	Logo (G)	Logo (S)	-
WALL OF RECOGNITION	As Diamond	As Platinum	As Gold	As Silver	As Bronze
EMCEE ACKNOWLEDGMENT	Verbal+Logo	Verbal+Logo	Logo	Logo	-
PLAYBILL	Full double page	Full page	Full page	Half page	Logo
NEWSPAPER/MAGAZINE	As Diamond HOLA!	As Platinum HOLA!	As Gold	As Silver	-
BUS SHELTERS	As Diamond	As Platinum	As Gold	As Silver	-
BLOGS/WEBSITES	Arsht+NewLand	Arsht+NewLand	Arsht+NewLand	Arsht+NewLand	-
EMAIL BLASTS	As Diamond	As Platinum	As Gold	As Silver	As Bronze
INFLUENCERS MENTIONS	As Diamond HOLA!	As Platinum	As Gold	As Silver	-
LOGO IN INSTITUTIONAL VIDEO	As Diamond	As Platinum	As Gold	As Silver	As Bronze

[Payment instructions HERE](#)