



Pinoy Piyesta

A Celebration of Filipino Culture, Creativity, and Community

Event Details

Event Overview: Pinoy Piyesta

Pinoy Piyesta is a vibrant Filipino cultural festival celebrating heritage through food, music, art, and community engagement.

This event aims to unite families, businesses, cultural organizations, and community members in a lively celebration of Filipino culture in South Jersey.

Featuring:

- Filipino food vendors
- Live entertainment
- Cultural performances
- Arts and crafts vendors
- Community organizations
- Family-friendly activities



Pinoy Piyesta Event Details

A Celebration of Filipino Culture and Community



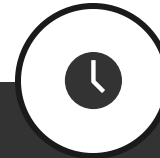
Event Name

Pinoy Piyesta



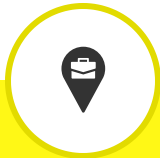
Date

August 8, 2026



Time

2:00 PM – 7:00 PM



Location

Wiggins Waterfront Park, Camden, New Jersey



Estimated Attendance

3,000 – 5,000 people



Event Description

A free public festival celebrating Filipino culture and community.

Pinoy Piyesta Headliner

Nik Makino



- **Filipino Hip-Hop Artist**

Nik Makino is a prominent voice in modern Pinoy hip-hop, known for viral hits like 'Neneng B', 'We Made It', 'Lexi', and 'Moon'. His music resonates with Filipino youth globally and influences the contemporary hip-hop landscape.

- **Digital Dominance**

Boasts over 1M+ YouTube subscribers and 380M+ views, 1M+ monthly Spotify listeners, and 200K+ Instagram followers. Strong engagement on TikTok with Gen-Z audiences.

- **Audience Appeal**

Attracts Filipino youth, Gen-Z and millennial demographics, hip-hop enthusiasts, and social-media-driven communities.

Nik Makino's performance is set to be a festival highlight, driving attendance and boosting online engagement.

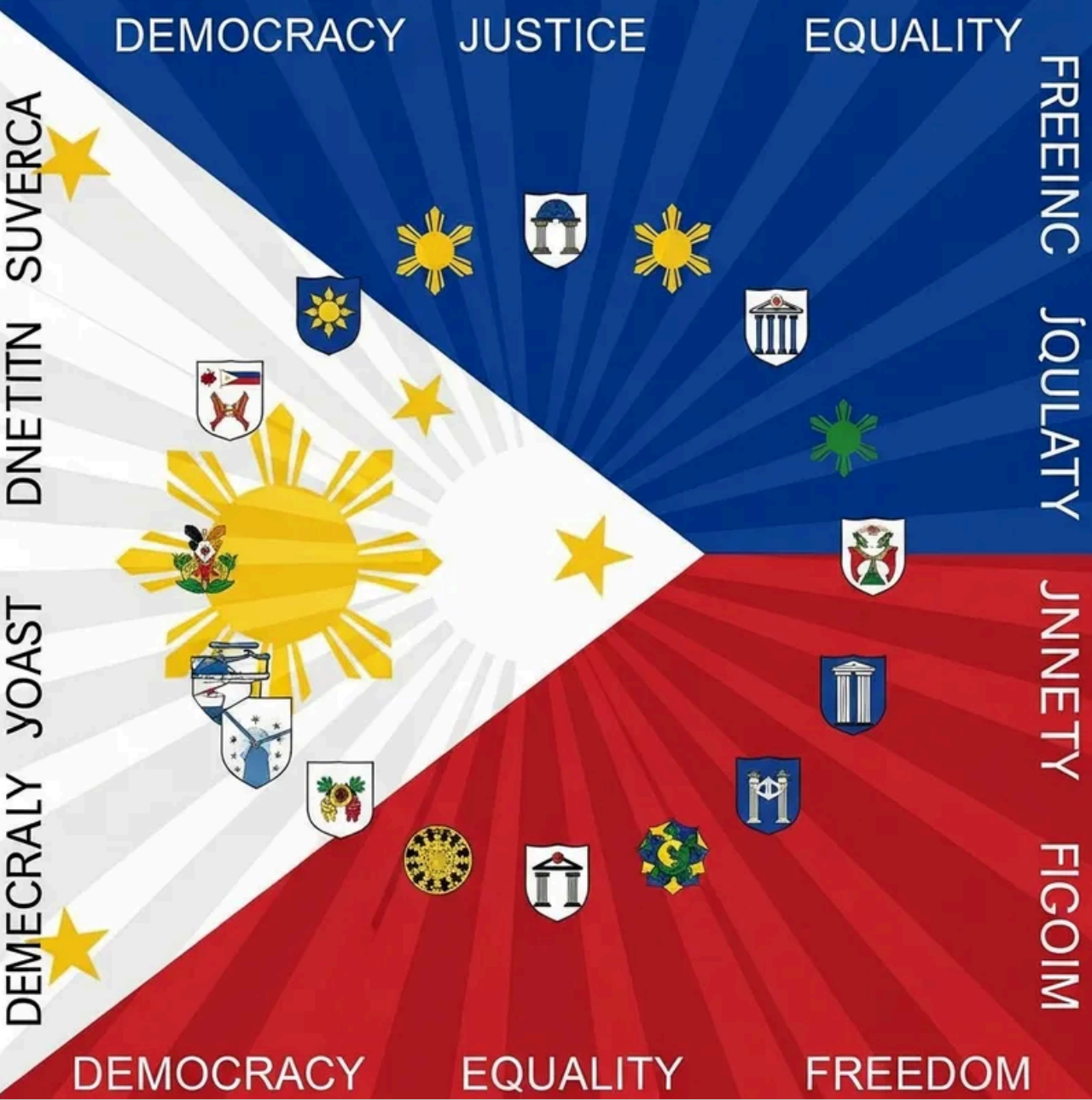
What to Expect

Festival Experience

- **Live Filipino Music & Performances:** Experience the rhythm and soul of Filipino artistry.
- **Traditional Filipino Cuisine:** Savor authentic flavors that tell a story of heritage.
- **Cultural Dance Demonstrations:** Witness the grace and energy of traditional Filipino dances.
- **Arts & Crafts Vendors:** Discover unique handcrafted treasures and artistic expressions.
- **Filipino Community Organizations:** Connect with groups dedicated to preserving and celebrating Filipino culture.
- **Family-Friendly Entertainment:** Enjoy activities designed for all ages.
- **Cultural Storytelling & Community Engagement:** Engage with rich narratives and build connections within the community.



Come celebrate the heart of Filipino culture with us!



Target Demographics & Engagement Strategy

Audience & Community Reach

Our Audience Profile:

- **Filipino-American Community:** A significant draw for families and individuals seeking to celebrate their heritage.
- **South Jersey Residents:** Attracting a broad local demographic interested in cultural festivals and community events.
- **Multicultural Enthusiasts:** Individuals and families eager to experience diverse cultures, food, music, and arts.
- **Families:** A primary demographic, with activities designed for all ages.

Community Engagement & Reach:

- **Partnerships:** Collaborations with local Filipino organizations, cultural groups, and community leaders.
- **Local Media:** Extensive outreach to regional news outlets, community calendars, and social media platforms.
- **Cross-Promotion:** Leveraging networks of participating vendors, performers, and community partners.
- **Targeted Marketing:** Digital campaigns and community outreach focused on key demographics in Camden and surrounding areas.

Projected Attendance: 3,000 – 5,000 engaged attendees.

About Tatak Kanto

"Tatak" means mark or stamp.

"Kanto" means street corner.

Tatak Kanto is a community platform celebrating Filipino culture through food, music, art, and storytelling. We support Filipino-owned businesses, musicians, artists, and creatives by creating spaces where Filipino culture is celebrated and shared.



Our Story

Founders: John & Mary Jo De Leon

John De Leon

- U.S. Army Veteran
- Former New Jersey State Trooper

Mary Jo De Leon

- Chef trained in Pampanga, Philippines (Culinary Capital of the Philippines)





Why Sponsor Pinoy Piyesta

Connect with the Vibrant Filipino and Asian American Community



Direct Engagement

Connect directly with thousands of attendees from the Filipino and Asian American community in South Jersey and Philadelphia.



Positive Community Impact

Support cultural heritage and demonstrate positive community involvement.



Brand Exposure

Gain visibility through extensive marketing materials and event promotion.



On-Site Activation

Opportunity for interactive brand experiences directly at the event.



Digital Visibility

Enhance your brand's presence through social media and digital channels.



Cultural Association

Align your brand with a major and beloved cultural celebration.

SECTION

Sponsorship

Special Opportunities

Partnership Tiers

Sponsorship Opportunities

Pinoy Piyesta offers multiple sponsorship levels designed to provide brand visibility and meaningful community engagement.

Available Sponsorship Levels:

- Title Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Community Sponsor

Each level includes brand visibility, marketing exposure, and opportunities to connect with festival attendees.



Title Sponsor

Positioned as the lead partner of the festival, the Title Sponsor receives unparalleled brand visibility and engagement opportunities.

- **"Presented by" Branding**

Your brand will be featured on all event materials.

- **Main Stage Banner Logo**

Prominent logo placement on the main stage banner.

- **Official Event Website Logo**

Logo featured on the official event website.

- **Promotional Material Inclusion**

Inclusion on all promotional materials.

- **Dedicated Social Media**

Exclusive promotion through our social media channels.

- **VIP Hospitality Access**

Enjoy exclusive access to VIP hospitality.

- **Main Stage Address**

Opportunity to address the audience from the main stage.

- **Premium Vendor Space**

Prime location for your vendor space.

Platinum Sponsor

Position your brand as a key supporter of Filipino culture and community.

- **Logo placement on event banners**

Prominent logo placement on all event banners for maximum visibility.

- **Logo placement on event website**

Your logo will be featured on the official event website.

- **Social media promotion**

Receive dedicated promotion across our social media channels.

- **Vendor booth space**

A dedicated space to showcase your products or services.

- **VIP hospitality access**

Enjoy exclusive access to our VIP hospitality areas.

- **Sponsor recognition during event programming**

Verbal and/or visual recognition during key event moments.

Gold Sponsor

- **Logo placement on event website**

Your logo will be prominently featured on the official event website.

- **Social media recognition**

Get acknowledged across our social media channels.

- **Vendor booth space**

Includes a dedicated space for your vendor booth at the event.

- **Event signage recognition**

Your brand will be recognized on event signage.

Gold sponsors help support festival programming and cultural activities.

Silver Sponsor

Supporting Community Engagement and Cultural Celebration

- **Logo Placement**

Your logo will be featured on the website's dedicated sponsor section.

- **Social Media Recognition**

Enjoy recognition across our social media platforms.

- **Event Announcements**

Verbal acknowledgment during key event announcements.

Community Sponsor

- **Logo listed on website**

Your organization's logo will be prominently displayed on our website.

- **Social media thank-you post**

A dedicated post on our social media channels acknowledging your support.

- **Recognition as a community supporter**

Public acknowledgment of your contribution to local cultural initiatives.

Community sponsors are instrumental in strengthening local cultural initiatives.

Official Beer Sponsor

Exclusive Brand Visibility and Activation Opportunities at Pinoy Piyesta

- **Exclusive Beer Sponsorship**

Secure the exclusive rights to be the Official Beer Sponsor of the Pinoy Piyesta Filipino Cultural Festival.

- **Prominent Brand Placement**

Your brand will be the exclusive beer served in the festival's beverage area and featured at the alcohol service tent/beer garden.

- **Digital and Print Visibility**

Logo placement on the event website's sponsor section and inclusion on all event promotional materials.

- **Social Media Engagement**

Receive dedicated social media promotion across all festival channels.

- **On-Stage Recognition**

Sponsor recognition during stage announcements throughout the event.

- **On-Site Activation**

Opportunity for direct brand activation and promotional engagement with attendees.

- **Merchandise Distribution**

Opportunity to distribute branded merchandise or promotional items (subject to event guidelines).

Special Sponsorship Opportunities



Main Stage Sponsor

Prominent branding at the heart of the festival's entertainment.



Cultural Pavilion Sponsor

Support and visibility within an area dedicated to showcasing heritage.



VIP Lounge Sponsor

Exclusive association with a premium guest experience.



Community Partner Sponsor

Align with community engagement and local initiatives.



Food Vendor Section Sponsor

Connect with attendees through a central hub of culinary delights.

Additional partnership opportunities allow brands to support specific, high-impact experiences within the festival.

Tatak Kanto


Sicklerville, New Jersey

For sponsorship inquiries, please contact:

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 tatakkanto.com