

HALIFAX SALSA & BACHATA FESTIVAL

“FEEL THE RHYTHM. LIVE THE CULTURE”



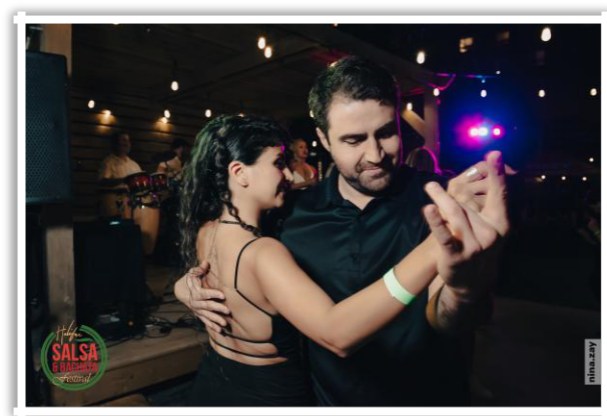
MISSION:

The Halifax Salsa & Bachata Festival exists to celebrate and elevate Afro-Latin culture in Atlantic Canada through dance, music, art, and community connection. We create inclusive, joyful spaces where people of all backgrounds can move, express, and belong. Rooted in cultural memory and driven by rhythm, our festival is a living platform for creative expression, education, and community celebration.



ABOUT US:

The Halifax Salsa & Bachata Festival is Atlantic Canada's premier Afro-Latin cultural celebration, hosted by The Atlantic Afro-Latin Dance Connection (AALDC), a not-for-profit founded by Moses Diallo, Owner and Creative Director of Haliente Creative Studio. AALDC's mission is to promote, share, and celebrate Afro-Latin culture in Atlantic Canada.



In its 7th year, the festival transforms Halifax into a vibrant, inclusive hub of music, dance, food, and art. This three-day cultural oasis unites over 1,500 local and international dancers, musicians, artists, and community members. Attendees can enjoy a mix of free and ticketed events, from Salsa by the Wave on the waterfront, the city's biggest Afro-Latin Street party and market, to the grand finale, Arte y Ritmo - The Afro-Latin Gala, headlined by Grammy-nominated artist Ricky Campanelli.



3 Days of Dance, Music, and Culture | Aug 14–16

HALIFAX SALSA & BACHATA FESTIVAL 2025

Sponsorship Involvement

TITLE SPONSOR – \$10,000

“Your Brand” presents the 2025
Halifax Salsa & Bachata Festival”

Benefits include:

- Exclusive naming rights on all festival marketing and media
- Branding on the main stage and opportunity to speak during Arte y Ritmo Gala
- VIP passes & full-page feature in official program guide
- Custom social media campaign and press coverage

EVENT SPONSOR – \$5,000

Benefits include:

- Naming rights to one signature festival event
- On-site signage, branded booth, and engagement activations
- Half-page feature in official program guide
- 10 VIP passes to festival events
- Inclusion in select media promotions and press mentions

COMMUNITY SPONSOR – \$1,000

Benefits include:

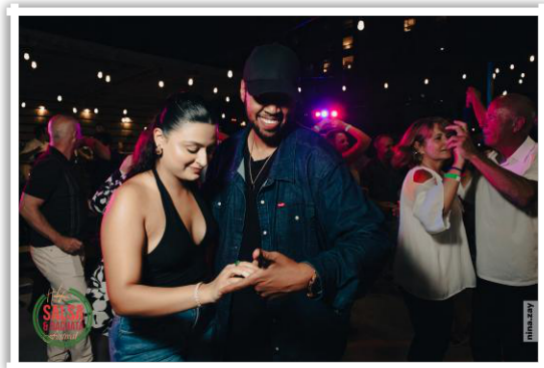
- Logo inclusion in the program and online platforms
- 2 festival passes
- Recognition in the official festival schedule

2025 Festival Highlights



Salsa by the Wave: Thu Aug 14

Location: Sackville Landing (Halifax Waterfront) - Salsa by the Wave kicks off the 7th Annual Halifax Salsa & Bachata Festival with a vibrant, family-friendly celebration on the iconic Halifax waterfront. Set beside the playful Wave sculpture, waterfront playground, and the lively Salt Yard food vendors, this free outdoor event features beginner-friendly salsa and bachata lessons, dynamic dance performances, and DJ sets that will keep you moving all night long. Whether you are brand new to Latin dance or just ready to feel the rhythm by the sea, this is the perfect way to start the weekend.



Rhythm & Soul Street Fest: Fri Aug 15

Location: Bedford Row & Art Gallery of Nova Scotia Courtyard - On Friday night, Bedford Row and the Art Gallery of Nova Scotia Courtyard will transform into a street festival with live music from Son Latino, traditional and urban dance showcases, authentic food, and a late-night Afro-Caribbean social dance party. It's a full evening journey, from family-friendly fun and cultural discovery to an unforgettable night of celebration under the stars. Join us as we turn the streets of Halifax into a living breathing expression of Afro-Latin soul!



Arte y Ritmo: Sat Aug 16

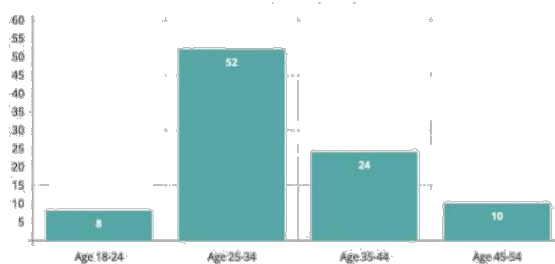
Location: Bedford Row (Between Prince & George Streets): Arte y Ritmo is the signature gala of the Halifax Salsa & Bachata Festival. It is an elegant, celebration of Afro-Latin culture through live music, art, dance, and cuisine. Held on Bedford Row, the evening features a headline performance by Latin Grammy nominee and internationally acclaimed salsa artist Ricky Campanelli and his electrifying 11-piece orchestra.

Guests are invited to immerse themselves in a dynamic street gallery showcasing local artwork, surprise pop-up dance performances by local and international talent, live art creation, and curated food and cocktail vendors. The experience is designed transforming downtown Halifax into a vibrant cultural oasis.

Audience Reach:

- 3,500 + Attendees across 3 days
- 85 + Artists & Performers
- 35% BIPOC Participation
- 10,000 + Social Media Followers
- 30,000 + Digital Impressions
- Media Coverage from CBC, CTV, The Coast, Halifax Today, and more

Demographic



Demographic based on past data and events

Age: 18-24 (8%), 25-34 (52%), 35-44 (25%), 45-54 (10.2%)

Gender: 59% Female, 40% Male and 1 non-binary

Locations: 65% live in Halifax, 5% from Moncton, the rest in Dartmouth and Bedford

Why Sponsor Us:

- Celebrate and support Atlantic Canada's vibrant BIPOC and arts communities
- Align your brand with values of diversity, creativity, and inclusion
- Reach thousands of culturally engaged community-focused attendees
- Create lasting impact through shared experiences of movement, memory, and culture



Contact Us:

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