



FEDERALLY RECOGNIZED 501 (C)(3) ORGANIZATION

MAMACITA FESTIVAL

POWERED BY TASTE TAKEOVER

A bold, first-of-its-kind festival experience celebrating queer Latinas through music, culture, and community. Based in Washington, DC, and open to all, MAMACITA is the first LGBTQ+ Latinx-focused event of its kind in the USA, spotlighting Latin artists & allies with concerts and cultural experiences. Rooted in pride, rhythm, and unity—this is where nuestra comunidad truly shines.

www.tastetakeover.com

QUEER LATINA FESTIVAL
2025

LEARN MORE

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WHAT IS MAMACITA?



MAMACITA is more than a word—it's a vibe, a celebration, a reclamation.

In Latin culture, “mamacita” has often been used to define beauty in narrow, superficial terms. At our festival, we’re flipping the script. To us, a MAMACITA is anyone who embodies strength, pride, joy, and power—regardless of how they look, where they’re from, or how they identify.

Queer, trans, femme, masc, nonbinary, or anything beyond the binary—we are all mamacitas when we show up as our full, radiant selves. MAMACITA is a love letter to our community. It’s loud, unapologetic, and rooted in cultura.

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CULTURAL IMPACT

We created MAMACITA because our community deserves more than inclusion—we deserve the spotlight. Inspired by festivals like ELLA in Mexico and The Dinah in California, we are:

- Centering queer Latinas in mainstream Latin music spaces
- Celebrating diversity across gender, sexuality, and cultural backgrounds
- Reclaiming the word “mamacita” as a symbol of strength, beauty, and identity
- Creating visibility and joy where it has been historically missing.

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WHAT MAKES MAMACITA DIFFERENT?



- ✓ Queer-centered, not just queer-friendly

Rooted in DC, MAMACITA centers LGBTQIA+ Latinx voices in every decision—from stage to staff. Built by us, for us.

- ✓ Global sound, local pride

From Colombia to the DMV, we platform Latin icons and emerging queer talent—starting in the capital, headed worldwide.

- ✓ More than a party—it's a movement

MAMACITA is a cultural shift where queer Latina creativity is celebrated, funded, and unstoppable.

- ✨ The first queer Latina music festival in the U.S.

Launching in DC, growing into a national tour—this is joy, power, and comunidad in motion.



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MEET OUR TEAM HERE



**Daniela Arteaga
Hernandez**

Co-Founder



Natasha Sebastiani

Co-Founder



**Luciana Martinez
Arteaga**

Youth & Family Experience
Coordinator



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MAMACITA PILLARS



CULTURE

INCLUSION

COMMUNITY

REPRESENTATION

BELONGING

MAMACITA is where culture, inclusion, community, representation, and belonging come together. We create unapologetically queer, Latin centered spaces that uplift our voices, celebrate who we are, and bring us together through Latin music, movement, and joy.



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WHY WE'RE READY – TASTE TAKEOVER'S IMPACT



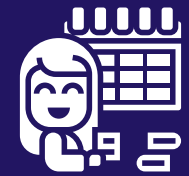
- 🎫 Over 3,200 attendees at TASTE events in the past 12 months
- 🤝 Collaborations with 12+ queer & Latinx-owned businesses
- 👨👩 Audience: 90% LGBTQIA+ and Latinx
- 📺 Over 1M views on TikTok + 5K+ Instagram followers



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MAMACITA FESTIVAL



TIMELINE - PART I



Part 1 – July 12th | 11AM–8PM



McLean, VA

- 11:00 AM – DJ kicks off the day
- 12:00 PM – Local artists + dancers hit the stage
- 3:00 PM – Dance-off contest begins
- 🏆 3 major prizes
- 5:00 PM – Featured performer
- 7:00 PM – 🌟 Headliner artist closes out the day
- Local vendors
- Local Vendors
- 🛍️ Explore our Latinx-owned food, art, and merchandise vendors throughout the festival!



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MAMACITA FESTIVAL



TIMELINE - PART 2



Part 1 – August 9th | 11AM–8PM



McLean, VA

- 11:00 AM – DJ kicks off the day
- 12:00 PM – Local artists + dancers hit the stage
- 3:00 PM – Dance-off contest begins
- 🏆 3 major prizes
- 5:00 PM – Featured performer
- 7:00 PM – 🌟 Headliner artist closes out the day
- Local vendors
- Local Vendors
- 🛍️ Explore our Latinx-owned food, art, and merchandise vendors throughout the festival!

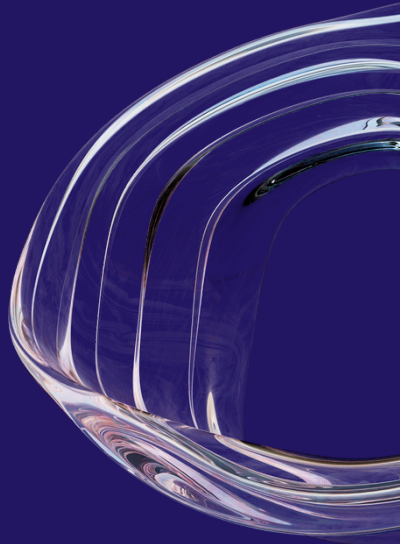


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A FIRST-OF-ITS-KIND IN THE CAPITAL REGION



- 🌈 LGBTQ+ Population in the DMV: Over 400,000 residents in the DC metro identify as LGBTQ+, one of the highest per capita in the country.
- 🎵 Latinx Population in the DMV: More than 1 million Latinx residents live across DC, Maryland, and Northern Virginia—with growing cultural and political influence.
- 🚫 No Existing Festival: Despite this vibrant community, no festival in the DMV—or the U.S.—centers queer Latinx women, femmes, and nonbinary folks.
- 🔥 Cultural Powerhouse: The DMV is a launchpad for national movements and Latin music continues to rise globally—MAMACITA taps into both.
- 🌐 MAMACITA isn't just filling a gap—it's setting a new standard. Created by queer, Latina, veteran leadership, and built for a thriving but underrepresented community.



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CALL TO ACTION



A Unique Sponsorship Opportunity: Join us in building something historic from the ground up. As an inaugural sponsor, you'll be directly supporting:

- Community Impact: Create real cultural change by empowering queer, Latinx, and BIPOC creatives.
- Brand Visibility: Reach a diverse, loyal, and trend-setting audience passionate about music, culture, and inclusion.
- Authentic Engagement: Connect with audiences in a meaningful way that supports equity, representation, and joy.

Ways to Support:

- Official Festival Sponsorships (Title, Stage, Community, etc.)
- In-kind donations (services, supplies, media, etc.)
- Community Grants or Arts Funding
- Individual or business-level contributions
- Volunteer or vendor participation
-



All support fuels MAMACITA's nonprofit mission to grow into a national tour uplifting queer Latinx voices through music, culture, and community.

✓ We are an active, verified organization on PayPal Giving Fund, ensuring your donation is safe, tax-deductible, and impactful.

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CONTACT INFORMATION

MAMACITA is where culture, inclusion, community, and representation come together with purpose.

Our festival creates proudly queer, Latinx-centered spaces designed to celebrate our identities, amplify our voices, and unite us through music, art, and joy.

We're calling on sponsors, donors, volunteers, and allies to join this historic movement.

✨ Your support helps MAMACITA grow, expand to more cities, and continue uplifting our community like never before.



Phone :

Call/Text: 202-713-0896

WhatsApp: 835-216-1764



Email :

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Website :

www.tastetakeover.com



Address :

Washington, D.C. Capital Region



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GRACIAS!



We are beyond excited to have you with us as we bring Latinx queer culture to the forefront. MAMACITA Festival starts in DC but has big dreams of going global, and your support makes all the difference. Stay connected, get involved, and be a part of this incredible journey. Together, we're creating a space where community, culture, and joy thrive. Thank you for being part of MAMACITA—let's make history together!

WEBSITE

www.tastetakeover.com

