



2012 Hispanic Festival September 7 & 8



January 31, 2012

Dear Community Partner,

On behalf of the Hispanic Center Board of Directors and the Hispanic Festival Planning Team, we would like to offer you the opportunity to sponsor the Hispanic Festival 2011. This year's Festival is scheduled for September 7 & 8 on the Calder Plaza in downtown Grand Rapids, Michigan. Enclosed you will find the benefits you receive by sponsoring the 2012 Hispanic Festival. The proceeds of the Hispanic Festival ensure the continuation of Hispanic Center programs.

- The Hispanic Festival is the largest ethnic festival in Grand Rapids and is considered the largest Hispanic Festival in the state of Michigan with an estimated attendance of 80,000 people. It also takes place the same weekend as Celebration on the Grand which draws over 100,000 people to downtown Grand Rapids.
- Hispanic buying power on a national level is at the 600 billion dollar spending level with anticipated projections of increasing 350% between 1990 and 2008. The Hispanic Festival allows your company exposure to this ever growing market.
- The Hispanic Festival is a fundraiser for the Hispanic Center, a 501©3 nonprofit organization. The Center serves the entire community by providing advocacy and educational services such as computer classes, English as a Second Language, youth tutoring and mentoring, youth internships and paid employment, as well as translation services in over 9 different languages.

Hispanic Festival promotes an understanding of diversity, increases awareness of the rich cultures within the Hispanic community, grants your company exposure to a large market and also raises funds to ensure the continued services of the Hispanic Center.

If you have any questions or need additional information, please contact the festival team at the numbers listed below and/or visits our website at: www.hispanic-center.org or feel free to E-mail us at: grhispanicfestival@att.net.

Sincerely,

Martha Gonzalez-Cortes
CEO, Western Michigan Hispanic Center

Luis F Solis
Hispanic Festival 2012 Chair
616-304-2759



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Sponsorship Opportunities

Don't miss Michigan's largest Hispanic Festival! The Hispanic Festival 2012 will once again be an extravaganza of entertainment, great food, beverages and other activities. Treat your palate at the food booths with cuisine from Mexico, Puerto Rico and South America. Then visit the beer tent for a variety of cool beverages. Enter the big top – it's not a circus – it's a Hispanic Marketplace to purchase original art, souvenirs and more. Here's your chance to enjoy the diversity of cultures within the Hispanic community and help raise funds that enhance the much needed programs and services the Hispanic Center provides. Come check it out!

La Comunidad (The Community)

\$20,000

- Festival Headliner
- Logo on all promotional materials including VIP Reception invitation, flyers, news releases and over 4,000 programs
- Logo and link to company website on the Festival website
- Area for a 10' x 12' tent, 2' x 6' table, two chairs (may provide your own or rent from A-1 rental)
- Corporate banner (10 sq. feet) in prime location near stage two near entrance of the festival
- Sponsor recognition plaque
- Sponsorship acknowledgement during stage announcements and an opportunity to present company message

La Familia (The Family)

\$15,000

- Stage Sponsor
- Logo on all promotional materials including VIP Reception invitation, flyers, news releases and over 4,000 programs
- Logo placement in entertainment area within the brochure
- Logo and link to company website on the Festival website
- Area for a 10' x 12' tent, 2' x 6' table, two chairs (may provide your own or rent from A-1 rental)
- Corporate banner (10 sq. feet) in prime location near stage and one near entrance of the festival
- Sponsor recognition plaque
- Sponsorship acknowledgement during stage announcements and an opportunity to present company message

Los Padrinos (The Godparents)

\$10,000

- Saturday Night Entertainment **IN PART** Sponsorship
- Logo placement in entertainment area within the brochure
- Logo on all promotional materials including VIP Reception invitation, flyers, news releases and over 4,000 programs
- Logo and link to company website on the Festival website
- Area for a 10' x 12' tent, 2' x 6' table, two chairs (may provide your own or rent from A-1 rental)
- Corporate banner (10 sq. feet)
- Sponsor recognition plaque
- Sponsorship acknowledgement during stage announcements and an opportunity to present company message

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Los Primos (The Cousins)

\$7,500

- Friday Night Entertainment **IN PART** Sponsorship
- Logo placement in entertainment area within the brochure
- Logo on all promotional materials including flyers, news releases and over 4,000 programs
- Logo on the Festival website
- One sponsor area including 2' x 6' table, two chairs (10'x10' space)
- Corporate banner (5 sq. feet)

Los Compadres (The Best Friends)

\$5,000

- Logo on all promotional materials including flyers, news releases and over 4,000 programs
- Logo on the Festival website
- One sponsor area including 2' x 6' table, two chairs (10'x10' space)
- Corporate banner (5 sq. feet)

Los Vecinos (The Neighbors)

\$2,500

- Company name on promotional materials including flyers, news releases and over 4,000 programs
- Company name on Festival website
- One sponsor area including 2' x 6' table, two chairs (10'x10' space)

Los Consentidos (The Favorites)

\$1,000

- Company name on promotional materials including flyers and over 4,000 programs
- Company name on Festival website

Los Amigos (The Friends) (25 employees and under)

donations below \$1,000

- Company name on Festival website

**** Advertise Only****

\$3,000

- Corporate banner on chain link fence (10 sq. feet or two 5 sq. feet banners)
- Company name on festival programs
- Company on festival website, Facebook, HCWM website

Printed Material Deadline

- All logos and information for printed promotional materials are due August 2, 2012 by 5:00 pm to ensure guaranteed proper representation of sponsorship.
- Logos and information received after August 2, 2012 will be dealt with on a case by case basis with no guarantee of extent of printed representation



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Sponsorship Agreement Form

YES! Our organization wants to sponsor the 2012 Hispanic Festival!

Please choose package:

- | | |
|--|--------------------------------|
| <input type="checkbox"/> La Comunidad (The Community) | \$20,000 |
| <input type="checkbox"/> La Familia (The Family) | \$15,000 |
| <input type="checkbox"/> Los Padrinos (The Godparents) | \$10,000 |
| <input type="checkbox"/> Los Primos (The Cousins) | \$ 7,500 |
| <input type="checkbox"/> Los Compadres (The Best Friends) | \$ 5,000 |
| <input type="checkbox"/> Los Vecinos (The Neighbors) | \$2,500 |
| <input type="checkbox"/> Los Consentidos (The Favorites) | \$1,000 |
| <input type="checkbox"/> Los Amigos (The Friends) | donations below \$1,000 |
| <input type="checkbox"/> Advertising Only | \$3,000 |

Organization: _____

Contact Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Additional Information:

- Handing out items/brochures on the Calder is prohibited unless it is part of your sponsorship package
- May not enroll people for services or sell products as sponsors. May create contact lists for follow-up only.
- May not recruit own media. All media relations are handled through the Festival Marketing Team. Please contact Vanessa Flores Giles at 616-350-6510 or Gloria Vega at 616-560-3567 with any questions.

Companies will be invoiced upon receipt of signed sponsorship agreement form. Checks can be made to the Hispanic Center of Western Michigan and mailed to attn: Hispanic Festival, 1204 Grandville Ave. SW, Grand Rapids, MI 49503. Payments are appreciated by August 30, 2012. Additional logistical information will follow.

For questions or more information on these opportunities please visit www.hispaniccenter.org. Also you may contact Chair Luis F Solis (616-304-2759) or E-mail us at grhispanicfestival@att.net.