

# The Hispanic Liaison's **FIESTA LATINA 2009**



## *About Fiesta Latina*



Fiesta Latina was initially celebrated in 2000 in Bray Park, Siler City. Since then, Fiesta has grown in prestige and attendance, attracting between 2,500 and 5,000 people each summer, with local and international performers such as Galumpha, Bravo Norteño, and Brothers & Others. People come from all across North Carolina and beyond to celebrate Chatham County's diverse cultures through music, food, dance, and children's activities.

### Shakori Hills Farm

For the second time Fiesta is being held at the event grounds of the 75 acres **Shakori Hills Farm** ([www.shakorihills.org](http://www.shakorihills.org)), within a few minutes of Siler City and Pittsboro. This beautiful natural setting boasts a state of the art outdoor stage, ample parking, and a well-

established reputation as a festival venue.

### How to Sponsor

**Fiesta Latina is an amazing opportunity to promote your business.** The postponing of Fiesta last year only increased the expectations for Fiesta in 2009, which will include our mainstay performers, as well as new musical groups & family centered activities. As a sponsor, you will gain name recognition and visibility through the thousands of people that attend our event, in addition to the thousands more that receive our newsletter or visit our website. In recognition of the economic situation in the USA and specifically in Chatham County, **we have not increased sponsorship levels this year**, to ensure that all potential sponsors are able to participate. However, to continue and increase our successes more marketing is needed. High-level sponsors will especially share the benefits of our increased efforts,

gaining greater visibility and recognition through:

- **Logo on print media, posters, and our bilingual newsletter - circulation 2,500!**
- **10'x10' Booth On-Site**
- **Website link and logo on our website for 6 months!**
- **Your Banner in Prime Fiesta Location**

All sponsors and supporters will receive a listing in our Newsletter!

### **Show Us Your Interest!**

Fill out the Sponsor Pledge Form and fax it **by Friday, May 15<sup>th</sup> to 919-742-1451**

### **Questions?**

Contact [Marcia@evhnc.org](mailto:Marcia@evhnc.org) or [Pam@evhnc.org](mailto:Pam@evhnc.org) or call us at 919-742-1448.

### **Visit us at:**

**[www.evhnc.org](http://www.evhnc.org)**

***Saturday June 13, 2009 - Bringing Cultures Together!***

## FIESTA LATINA 2009 - BRINGING CULTURES TOGETHER!

SPONSOR BENEFITS	PRESENTER	DIAMOND	PLATINUM	GOLD	SILVER
Present your company on stage at the opening ceremony	X				
High visibility with premium booth site	X				
Your company's banner on stage	X				
Tailored benefits to fit your needs	X				
Your website link on our Fiesta Latina Website Apr-Sep 09	X	X			
Your company's logo on print media advertising & on posters / flyers. <b>Note:</b> May 15 deadline for pledge and logo	X	X			
2" x 2" Bilingual ad in our Newsletter – circulation 2,500	X	X			
Your company's name listed on print media advertising & on posters/flyers. <b>Note:</b> May 15 deadline for pledge and logo			X		
Your company's banner in event area	X	X	X		
Your logo in our Fiesta Latina page Website Apr-Sep 09	X	X	X		
Your 2-axle company vehicle to be parked on site	X	X	X		
10' x 10' booth space on-site (ask us about passing this benefit on as a gift to someone else)	X	X	X	X	
Recognition by our <b>Master of Ceremonies</b> during Fiesta	X	X	X	X	
Your company listed on our sponsor banner on the main stage	X	X	X	X	X
Your company listed in our newsletter – circulation 2,500!	X	X	X	X	X
Your company listed in our <b>thank you ad</b> in the <i>Chatham News &amp; Record</i> after the event	X	X	X	X	X
Recognition at the Hispanic Liaison's <b>Annual Dinner</b>	X	X	X	X	X
VIP Parking Pass	X	X	X	X	X
<b>Sponsorship Level</b>	<b>\$5,000 +</b>	<b>\$2,000</b>	<b>\$1,500</b>	<b>\$750</b>	<b>\$500</b>

**Can't contribute at the sponsorship levels and want to support Fiesta Latina 2009?** For \$150 you can become a **Fiesta Amigo** and we'll offer you a VIP parking pass and list your company's name in the next edition of our newsletter – circulation 2,500.

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Saturday, June 13 @ Shakori Hills Farm – “Bringing Cultures Together”



## FIESTA SPONSOR PLEDGE FORM

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

YES, I WANT A 10' X 10' EXHIBITOR BOOTH AT FIESTA LATINA 2009. Available only for pledges of \$750 or higher. Canopy, tables and chairs are not included. If you would like us to provide equipment, please indicate your needs in the table below:

Item	Quantity	Total
10' x 10' canopy installed at \$100.00		\$
8' table at \$10.00 each		\$
Chairs at \$3.00 each		\$
Sponsor Pledge Amount		\$
<b>Your Total:</b>		<b>\$</b>

We will mail you a parking pass and exhibitor confirmation.

TOTAL PLEDGE (including equipment): \$ \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**PLEASE FAX US YOUR PLEDGE BY FRIDAY, MAY 15th TO 919-742-1451**

Feel free to contact Marcia at [marcia@evhnc.org](mailto:marcia@evhnc.org) or Pam at [pam@evhnc.org](mailto:pam@evhnc.org),  
Or call us at 919-742-1448 with any questions. Visit us at [www.evhnc.org](http://www.evhnc.org)