



Date:

Visit us on the official website at www.fortcollinscincodemayo.com

Sponsorship Proposal

Proposal Submission:

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Contact Person: _____ Contact Number: (____) _____ - _____

Name of Non-Profit Organization: Cinco de Mayo

Event Proposed: Fort Collins Cinco de Mayo 2012 Celebration

Date of Events: May 4th-May 6th, 2012 (3 Day Event)

Contact Person's:

Renee Hernandez - Sponsor Coordinator
 970.217.9084 | renee@hivizights.com

Debra Bueno – Director
 611 10th Street
 Fort Collins, Colorado 80524
 970.221.6741 | dbueno@fcgov.com

Yes, I would like to be a proud sponsor at the following level

PLATINUM LEVEL: <i>(\$5000 and above)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
GOLD LEVEL: <i>(\$2500 - \$4999)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
SILVER LEVEL: <i>(\$1000 - \$2499)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
BRONZE LEVEL: <i>(\$500 - \$999)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
FRIENDS OF CINCO DE MAYO LEVEL: <i>(\$250 - \$499)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)

Please mark appropriate box above with an (X) to indicate level of sponsorship and indicate Total Amount of sponsorship:	Total Amount Sponsored: \$ _____
--	--



Brief Description of Event:

In Larimer County, and more specifically in Fort Collins, Cinco de Mayo has been celebrated for over 30 years. The Fort Collins planning committee feels this celebration is very important and brings our community including children, parents, grandparents, families, and friends together in an effort to honor and recognize the rich and wonderful tapestry of our diversity in Fort Collins and the surrounding communities.

The celebration of this annual fiesta provides an excellent means of education and sharing of cultural diversity among our communities. The events planned for 2012 are geared toward all ages and people of every ethnic background. The Fort Collins Cinco de Mayo Celebration will be held on May 4th thru May 6th, 2012.

The Cinco de Mayo committee continues to strive towards our goals to:

- 1). Encourage increased awareness of Hispanic/Chicano/Latino cultures in Larimer County, the Fort Collins community, and surrounding communities.
- 2). To celebrate the diversity of Hispanic/Chicano/Latino cultures.
- 3). To involve youth, PSD and CSU students, faculty, staff, community members and businesses in the presentation of The Cinco de Mayo annual festival.
- 4). To provide events which are fun, celebratory, informative and educational.
- 5). To continue to expand the scope of Hispanic/Latino contributions and work with Larimer County residents, Poudre School District, City of Fort Collins, Front Range community College, Surrounding Larimer County Community Colleges, Area Businesses and others in promoting diversity programming for all people.

Over 30 volunteers which include representation from Fort Collins Businesses, Students and Staff from Colorado State University, Poudre School District, and Front Range Community College, City of Fort Collins employees, and several others have begun meeting on a bi-weekly schedule to make the Cinco de Mayo 2012 celebration a success. The Cinco de Mayo planning committee consists of members from the diverse make up of our community. This representation adds a nicely balanced effort in the development of our community celebration and the important efforts we value to be inclusive of everyone



We are happy to announce the return of this annual event to its original home site Northside Aztlan Community Center/Heritage Park -112 E. Willow Street in Fort Collins, Colorado. This move will allow us to expand the festival celebrations and stages. Here is a brief timeline of all events:
(For complete event description visit us at www.fortcollinscincodemayo.com)

Friday May 4th, 2012:

Annual Cinco de Mayo Community Dance | 7:00 pm – 1:00 am | (Location and Band TBA)

Saturday May 5th, 2012:

Community Festival | Northside Aztlan Community Center and Heritage Park | 11:00 am through 7:00 pm
112 E. Willow Street, Fort Collins, Colorado

Saturday May 5th, 2012:

Cinco - Cinco 5K Run | CSU Oval | 8:00 am
CSU Campus, Fort Collins, Colorado

Sunday May 6th, 2012:

Dia de La Familia-Day of The Family Community Festival
Northside Aztlan Community Center and Heritage Park | 11:00 am through 7:00 pm
112 E. Willow Street, Fort Collins, Colorado

The festival will feature continuous entertainment which will include Local and traveling bands, Mariachis, Mexican Folklore dancing, Food Vendors, Business Vendors, Non-Profit Booths, Beer Garden, Community Speakers, Piñatas, CSU and Poudre School District performances, KidZone area and more!. All events are free of charge and open to the general public. This Fort Collins Community festival has become a Fort Collins tradition and is one of the family events our community looks forward to attending every year.

The Cinco de Mayo committee is open and welcomes collaboration with individuals and businesses willing to add other important dimensions to the celebration and the overall benefit it has for the Fort Collins Community.

COME JOIN US IN THE CELEBRATION OF FAMILY CULTURE AND COMMUNITY



We are very grateful for your interest in financial support and appreciate your commitment to this annual festival. Our success is due largely to the contributions of businesses and organizations that value diversity programming and making a difference in our community. Our planning committee is certainly open to hear from you and your ideas and suggestions to make this festival even more successful and beneficial for all community residents.

Your financial support will have a tremendous impact on the celebration and continue to allow us to share Hispanic culture with over 10,000 + people in Fort Collins and Larimer County. Your contributions will continue to make a clear, positive and exciting statement to all residents of Larimer County, Fort Collins and all participants in the festival including festival goers that you are committed to promoting cultural diversity in our efforts to make our communities a safe and welcoming environment for everyone.

One of our most important objectives for the Fort Collins Cinco de Mayo celebration is to continue to provide all of our community the opportunity to enjoy a fun, educational and entertaining weekend that will enrich their lives and improve relationships between all individuals regardless of ethnicity or other differences. We are working closely with the Fort Collins Police Services to ensure the safety of all our attendees, participants, and volunteer's at all the festivity sites.

The funding we receive from businesses and organizations will assist us with the quality of entertainment groups and the marketing/publicity plan for the Cinco de Mayo community celebration. If you would like your financial contribution to go toward a specific area, that is ok too.

On behalf of the Fort Collins Cinco de Mayo planning committee, we are pleased to have the opportunity to submit this proposal to you. Please see the attached Sponsorship levels page to determine your sponsorship contribution this year. Please contact us as soon as possible. We welcome your organization and employees to join us at the festival. We thank you and appreciate your continued support of this annual event.

Financial Contributions should be made out to: **CINCO DE MAYO**

Sincerely,

Renee Hernandez - Sponsor Coordinator
970.217.9084 | renee@hivizsights.com

Debra Bueno – Director
611 10th Street
Fort Collins, Colorado 80524
970.221.6741 | dbueno@fcgov.com



2012 Sponsorship Levels

PLATINUM LEVEL: **(\$5000 and above)**

- ◆ Include your company/organization logo on all printed materials to include but not limited to Website, Posters, Fliers, Programs, Newspaper Ads and Brochures.
- ◆ Include your company/organization logo printed on Promotional Giveaways of T-shirts and Eco Friendly Shopping Totes filled with your promotion material
- ◆ Include your company/organization banner with your logo at all event site and locations.
- ◆ Include your company/organization banner with your logo on Main Bandstand at all event site and locations.
- ◆ Opportunity for your company/organization to display or set up a booth at Northside Aztlan Community Center/Heritage Park -112 E. Willow Street during both days of celebration Free.
- ◆ Your company/organizations logo, advertising banner and web link on Fort Collins Cinco de Mayo website.
- ◆ Full page ad included in the Cinco de Mayo program.(Limited to Inside Front Cover/Inside Back Cover/Back Cover)
- ◆ Your company/organization acknowledged as Platinum Level Sponsor throughout all Fiesta activities.
- ◆ 30 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Friday May 4th,2012 and Reserved Tables

GOLD LEVEL: **(\$2500 -\$4999)**

- ◆ Include your company/organization logo on all printed materials to include but not limited to Website, Posters, Fliers, Programs and Brochures.
- ◆ Include your company/organization logo printed on Promotional Giveaways of T-shirts and Eco Friendly Shopping Totes filled with your promotion material
- ◆ Include your company/organization banner with your logo at event site and locations.
- ◆ Opportunity for your company/organization to display or set up a booth at Northside Aztlan Community Center/Heritage Park -112 E. Willow Street during both days of celebration Free.
- ◆ Your company/organization logo included in the Cinco de Mayo program.
- ◆ Half page ad included in the Cinco de Mayo program.
- ◆ Your company/organization acknowledged as Gold Level Sponsor throughout all Fiesta activities.
- ◆ 20 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Friday May 4th,2012 and Reserved Tables

SILVER LEVEL: **(\$1000 -\$2499)**

- ◆ Include your company/organization logo on all printed materials to include but not limited to Website, Posters, Fliers, Programs and Brochures.
- ◆ Include your company/organization logo printed on Promotional Giveaways of T-shirts and Eco Friendly Shopping Totes filled with your promotion material
- ◆ Opportunity for your company/organization to display or set up a booth at Northside Aztlan Community Center/Heritage Park -112 E. Willow Street during both days of celebration Free.
- ◆ Quarter page ad included in the Cinco de Mayo program.
- ◆ Your company/organization acknowledged as Silver Level Sponsor throughout all Fiesta activities
- ◆ 10 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Friday May 4th,2012

BRONZE LEVEL: **(\$500 -\$999)**

- ◆ Include your company/organization logo printed on Promotional Giveaways of T-shirts and Eco Friendly Shopping Totes filled with your promotion material
- ◆ 1/8th page ad included in the Cinco de Mayo program.
- ◆ Opportunity for your company/organization to display or set up a booth at Northside Aztlan Community Center/Heritage Park -112 E. Willow Street during both days of celebration at reduced rate.
- ◆ Your company/organization acknowledged as Bronze Level Sponsor throughout all Fiesta activities
- ◆ 4 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Friday May 4th,2012

FRIENDS OF CINCO DE MAYO LEVEL: **(\$250 -\$499)**

- ◆ Your company/organization acknowledged as Friends of Cinco de Mayo Level Sponsor in Cinco de Mayo program
- ◆ Your company/organization included in the Cinco de Mayo program through text form.
- ◆ Your company/organization acknowledged as Friends of Cinco de Mayo Level Sponsor throughout all Fiesta activities
- ◆ 2 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Friday May 4th,2012