



Brief Description of Event:

In Northern Colorado and more specifically in Fort Collins Colorado, Cinco de Mayo has been celebrated for over 30 years. The Northern Colorado Cinco de Mayo planning committee feels this celebration is very important and brings our community including local businesses, community members, 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 festival provides an excellent means of education and sharing of cultural diversity among our communities. The events planned for May 7th thru May 8th, 2016 are geared toward all ages and people of every ethnic background.

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

- 1). Encourage increased awareness of Hispanic/Chicano/Latino cultures in Northern Colorado.
- 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 Northern Colorado 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, Front Range Community College, City of Fort Collins employees, and several others have begun meeting on a bi-weekly schedule to make this years Cinco de Mayo Festival 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



Here is a brief time-line of all events:

(For complete event description visit us at www.fortcollinscincodemayo.com)

Saturday May 7th, 2016:

Community Festival | Old Town Square and Walnut Street Corridor | 11:00 am through 10:00 pm
Old Town Square and Walnut Street between Mountain and Linden Street, Fort Collins, Colorado
(Past Attendance is 2500+)

Saturday May 7th, 2016:

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

Sunday May 8th, 2016:

Dia de La Familia-Day of The Family Community Festival | 11:00 am through 7:00 pm
Old Town Square and Walnut Street between Mountain and Linden Street, Fort Collins, Colorado
(Past Attendance is 2500+)

The Northern Colorado Cinco de Mayo festival will feature continuous entertainment which will include Local and Traveling bands, Mariachis, Mexican Folklore Dancing, Food Vendors, Business Vendors, Non-Profit Booths, Community Speakers, Piñatas, CSU and Poudre School District performances, Scholarship Presentations, KidZone area and more!. All events are free of charge and open to the general public. The Northern Colorado Cinco de Mayo 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 an open group 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 and Northern Colorado Community.

**WE INVITE YOU TO 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.

We are very pleased to announce a dollar for dollar contribution from The Bohemian Foundation in Fort Collins, Colorado. They have graciously pledged to match dollar for dollar up to the sum of **\$5,000** dollars. This is a great way to have your financial support **DOUBLE** the value! All contributions that are given prior to February 28th, 2016 will be doubled in value up to the maximum value of **\$5,000**. **To have your financial contribution count towards this offer we must have a contribution letter of intent or signed sponsorship proposal stating the dollar amount of your contribution before February 28th, 2016.**

Your financial support will have a tremendous impact on the celebration and continue to allow us to share Hispanic culture with over 5,000 + 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 Northern Colorado 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.

Tax Deductible Financial Contributions should be addressed and payable as follows:

Contributions must be payable to: **CINCO DE MAYO**
and mailed to: **Debra Bueno - 611 10th Street, Fort Collins, Colorado 80524**

Sincerely,

Della Villarreal – Sponsor Coordinator
970.420.3610 | della1109@q.com

Debra Bueno – Board Chair/Festival Director
611 10th Street
Fort Collins, Co 80524
970.402.7712



2016 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/Name printed on Promotional Giveaways (i.e. T-shirts/Drawstring Backpacks)
- ^ Include your company/organization logo printed on promotional banners located on bandstand at event site. (Logo must be provided)
- ^ Opportunity for your company/organization to display or set up a booth during both days of celebration Free of charge.
- ^ Your company/organizations logo, advertising banner and web link on Fort Collins Cinco de Mayo website.
- ^ Full page color ad (5.5 inches wide x 8.5 inches tall) included in the Cinco de Mayo program.
(Limited to Inside Front Cover/Inside Back Cover)
- ^ Your company/organization acknowledged as Platinum Level Sponsor throughout all Festival activities

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

- ^ 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 (i.e. T-shirts/Drawstring Backpacks)
- ^ Include your company/organization logo printed on promotional banners located on bandstand at event site. (Logo must be provided)
- ^ Opportunity for your company/organization to display or set up a booth during both days of celebration Free of charge.
- ^ Your company/organization logo included in the Cinco de Mayo program.
- ^ Half page black and white ad (5.5 inches wide x 4.25 inches tall) included in the Cinco de Mayo program.
- ^ Your company/organization acknowledged as Gold Level Sponsor throughout all Festival activities

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

- ^ 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 (i.e. T-shirts/Drawstring Backpacks)
- ^ Opportunity for your company/organization to display or set up a booth during both days of celebration at reduced rate.
- ^ Business card size ad black and white ad (3.5 inches wide x 2 inches tall) included in the Cinco de Mayo program.
- ^ Your company/organization acknowledged as Silver Level Sponsor throughout all Festival activities

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

- ^ Include your company/organization logo printed on Promotional Giveaways (i.e. T-shirts/Drawstring Backpacks)
- ^ Business card size ad black and white ad (3.5 inches wide x 2 inches tall) included in the Cinco de Mayo program.
- ^ Opportunity for your company/organization to display or set up a booth during both days of celebration at reduced rate.
- ^ Your company/organization acknowledged as Bronze Level Sponsor throughout all Festival activities

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 Festival activities



2016 Northern Colorado Cinco de Mayo Festival Projected Budget

20 x 30 Clear-span Tent/Chair/Table Rentals	\$2,500.00
Concession Cost	\$1,000.00
Fuel Charge	\$300.00
Generators	\$1,800.00
Insurance	\$800.00
Lodging Fees	\$800.00
Marketing/Publicity	\$2,000.00
Office Supplies/Copies	\$300.00
Performers/Entertainment/Sound Reinforcement	\$13,000.00
Portable Restrooms Facilities	\$1,000.00
Road Closure Cost	\$300.00
Scholarships	\$750.00
Security	\$1,800.00
Shirt/Drawstring Bag Promotions	\$1,000.00
Space Rental	\$500.00
Trash Containers/Removal	\$900.00
Volunteer Food	\$600.00

Total Projected Expense: \$29,350.00