



1424 Shanna Dr  
Tifton, Ga 31794  
Tel: 229.326.8745  
[www.lafiestadelpueblo.org](http://www.lafiestadelpueblo.org)  
501(c)3: 58-2508713

July 18, 2013

To Whom It May Concern,

La Fiesta del Pueblo, Inc. is currently planning for the 17<sup>th</sup> annual Fiesta del Pueblo celebration on September 28<sup>th</sup>, 2013 in Tifton, GA. This festival has been around for several years and has grown significantly since its start in 1996 as a small community “get together” in Omega, GA by two local Girl Scout troops. Though we hit a snag a few years back when the economy stumbled, we have continued to be resilient by producing a quality event. We are working hard to exceed expectations every year and increase attendance by bringing people together to experience an afternoon of culture and entertainment. In 2011, our festival brought together 5,000 people from three different states and ten counties in the South Georgia. Our 2012 festival brought together 6,000 attendees from five states and multiple areas from all over Georgia. We are confident that as we continue to strive for increased excellence in our programming, the crowd will continue to get larger every year!

More than just a festival, La Fiesta del Pueblo, Inc. supports education and raises funds for the Maria Guadalupe Scholarship. This competitive scholarship is offered annually to a student attending Abraham Baldwin Agricultural College. Due to our partnerships with government and non-profit organizations, we are able to showcase the resources available for families in the community. The festival promotes healthy lifestyles with information and exhibitors featuring a range of topics such as “Eating Healthy on a Budget” to having nurses volunteer to take blood pressure, height, and weight recordings on site. The education, community resources, and healthy living components of La Fiesta del Pueblo coupled with Hispanic dishes from around the world, live music, dancing, children’s activities, and arts creates a well-rounded event that bolsters not only the Latino community, but engaging everyone that attends. We don’t see La Fiesta del Pueblo as simply celebrating Hispanic culture, but enhancing American culture and community.

However, while we have a great group of volunteers that work tirelessly to organize and coordinate La Fiesta del Pueblo each year, we can’t do it without financial support from our sponsors. We need your help to reach our fundraising goal for this year. When you give to La Fiesta del Pueblo, the money doesn’t go to pay a salary, but goes back to the production of the event. Our festival is a non-profit organization and donations are tax deductible.

We would love to have your organization be a part of our festival. If a monetary sponsorship is not possible, we would be grateful for any in-kind donations to help us meet a need. In exchange for your help, you will be recognized as a sponsor for the event. I have included a list of our sponsorship levels and we will be happy to speak to you of other possible options depending on the donation.

Thank you for taking time out of your schedule to consider making a donation. If you need any further information or have any questions, don't hesitate to contact La Fiesta del Pueblo, Inc.

Sincerely,

Eduardo Olalde  
La Fiesta del Pueblo, Inc  
Festival Coordinator  
[Je.olalde@yahoo.com](mailto:Je.olalde@yahoo.com)  
229-326-8745

Enclosures: 5

# LA FIESTA DEL PUEBLO 2013

*Celebramos La Vida!*



## HISTORY

La Fiesta del Pueblo had its beginning in a Girl Scout troop. In 1994, Troop 115 was organized to serve the children of the Latino migrant farm families around Tift County. In 1996, a small festival was organized in Omega, Georgia to encourage a community-based project to increase awareness about Latino culture. In 1999, the festival moved to its current home in Tifton where it attracts 10,000 - 12,000 people annually.



## ECONOMIC IMPACT

The Arts and Economic Prosperity Calculator, projects that the economic impact of La Fiesta 2012 in the South Georgia region will be ca. \$150,000. The economic impact of La Fiesta for the last 15 years has been estimated to be \$990,000. These estimates, determined with the prosperity calculator developed by Americans for the Art, are based upon the averages of similarly populated communities. The population of the community, the total expenses and the total attendance are input into the model to calculate the impact of the activity. Even though quantitative, dollar-value analysis cannot totally capture the full impact of this festival, it is obvious that it is a significant contributor to the Tifton economy.



## PROGRAM DESCRIPTION

La Fiesta del Pueblo is free and open to the public! Held in the beautiful Fulwood Park the last Saturday in September, it offers non-stop performances, cultural food and arts vendors, children's activities and games, healthy lifestyles exhibitors, and a street dance. However, La Fiesta offers events leading up to the festival such as the annual Miss La Fiesta pageant, athletic tournaments, educational events, and other fun opportunities.



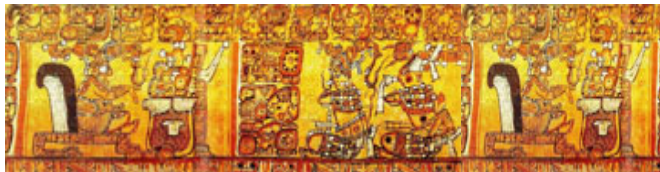
## SPONSORSHIP LEVELS

La Fiesta del Pueblo has always been a community affair. This event wouldn't be possible without the continued support of our sponsors. La Fiesta del Pueblo, Inc. is a Non-profit 501(c) 3 organization, so your contribution is tax deductible.

- Platinum - \$3,000 and above
- Gold - \$1,000 to \$2,999
- Silver - \$500 to \$999
- Bronze - \$200 to \$499
- Supporter - \$199 and below



Want more information? E-mail us at [je.olalde@yahoo.com](mailto:je.olalde@yahoo.com)



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July 24, 2013

Dear Sponsor,

La Fiesta Del Pueblo, Inc. is happy to announce the return of La Fiesta del Pueblo here in Tifton, Ga! This year will mark the 17<sup>th</sup> anniversary of the celebration of La Fiesta. The event will take place at the Fulwood Park Saturday September 28th from 10am until 9pm. This is the largest Latino festival in South Georgia. La Fiesta will feature non stop entertainment for the whole family with many performers, a fully equipped children's carnival, typical music, traditional folkloric dancers, ethnic food, arts and crafts, a Health Fair, and information on education and community based organizations, youth groups and social services.

It is hard to believe that in 1996, in the small town of Omega, we celebrated the first La Fiesta del Pueblo. It has grown from a community project, sponsored by Girl Scout troops 115 and 493, to a regional affair that historically attracts between 10,000-12,000 festival goers each year. In 2012 the Fiesta attracted attendees from 33 Georgia counties and 5 different states.

La Fiesta del Pueblo, Inc. is a Non-profit 501(c) 3 organization, so your contribution is tax deductible. The festival is governed by a group of volunteers, bringing together people from different countries, backgrounds and experiences, serving without remuneration. Local organizations and businesses that support our festival are helping our mission of celebrating with everyone the rich cultural and artistic contributions of the Latino community.

With all activities free of charge, we are asking the community to assist us in raising money to put together a quality activity that brings together many cultures under an atmosphere of togetherness and harmony. The different levels of sponsorship are as follows:

Platinum Sponsors	\$3,000 and above
Gold Sponsors	\$1,000 to \$2,999
Silver Sponsors	\$500 to \$999
Bronze Sponsors	\$200 to \$499
Supporter	\$199 and below

The master of ceremonies will throughout the day announce all the sponsors during La Fiesta. Also sponsors will have the opportunity to have their companies name in the publicity for La Fiesta del Pueblo including newspaper ads and posters. We sincerely ask you to join in the celebration by supporting us bring back this amazing festival open for the whole community to enjoy. Please send your donations payable to La Fiesta del Pueblo Inc. to the address below and we'll send you a certificate of donation for your tax records. In addition, if you have any question please feel free to contact me via phone or e-mail.

La Fiesta del Pueblo  
C/O Eduardo Olalde  
1424 Shanna Dr  
Tifton, Georgia 31794

Sincerely,

Eduardo Olalde  
La Fiesta del Pueblo Inc.  
Cell:229.326.8745  
Email: [je.olalde@yahoo.com](mailto:je.olalde@yahoo.com)



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## Sponsorship Levels

With all activities free of charge, we are asking the community to assist us in raising money to put together a quality activity that brings together many cultures under an atmosphere of togetherness and harmony. The different levels of sponsorship are as follows:

### Platinum Sponsors

**\$3,000 and above**

- Company name listed on radio and TV advertisement
- Company name listed in newspaper advertising
- Sponsor will have a stage named after them, with their official logo.
- Recognition on event publication and during the event
- Names on signs by the stage during the event

### Gold Sponsors

**\$1,000 to \$2,999**

- Company name listed on radio and TV advertisement
- Company name listed in newspaper advertising
- Recognition on event publication and during the event
- Names on signs by the stage during the event

### Silver Sponsors

**\$500 to \$999**

- Company name listed in newspaper advertising
- Recognition on event publication and during the event

### Bronze Sponsors

**\$200 to \$499**

- Recognition on event publication and during the event

### Supporter

**\$199 and below**

- Certificate of appreciation for your support.

The master of ceremonies will throughout the day announce all the sponsors during La Fiesta. Also sponsors will have the opportunity to have their companies name in the publicity for La Fiesta del Pueblo including newspaper ads and posters. We sincerely ask you to join in the celebration by supporting us bring back this amazing festival open for the whole community to enjoy.

-----**Return Information Below Along with Payment**-----

Please send your donations payable to La Fiesta del Pueblo Inc. to the address below and we'll send you a certificate of donation for your tax records. In addition, if you have any question please feel free to contact me via phone or e-mail.

Eduardo Olalde  
(cell) 229.326.8745 (e-mail) je.olalde@yahoo.com  
La Fiesta del Pueblo  
1424 Shanna Dr  
Tifton, Georgia 31794

Yes! We would like to support La Fiesta del Pueblo 15<sup>th</sup> Annual Celebration (2011)  
Please write your Donations amount next to your Sponsorship Level

**Amount**

\_\_\_\_\_ **Platinum Sponsor \$3,000 and above**  
\_\_\_\_\_ **Gold Sponsor \$1,000-\$2,999**  
\_\_\_\_\_ **Silver Sponsor \$500-\$999**  
\_\_\_\_\_ **Bronze Sponsor \$200-\$499**  
\_\_\_\_\_ **Supporter \$199 and below**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number \_\_\_\_\_

Mailing Address:

\_\_\_\_\_ (Address) (City) (State) (Zip Code)

E-Mail Address: \_\_\_\_\_@\_\_\_\_\_ .com

June 7, 2013

## La Fiesta del Pueblo planned for September 28<sup>th</sup> in Tifton

Authentic food, festive music, traditional dances, arts and crafts, and children's carnival are part of the annual Fiesta del Pueblo; the biggest celebration of Hispanic Culture in Southern Georgia. The Festival is scheduled for September 28<sup>th</sup> at Fulwood Park in Tifton, GA from 10:00 am to 9:00pm.

Non-stop entertainment will take place on stage at Fulwood Park. Local musicians will perform traditional music, cumbia, salsa, merengue, and other Latin rhythms.

The Children's area will include a Giant Slide, Bounce House, Dunking Booth, and Obstacle Course. Booths with information about health, educational, and social services will be located in the festival area.

Food vendors will prepare a variety of typical dishes from different countries. The festival is free and open to the public. In 2012, the festival attracted more than 6,000 people from 33 counties and 5 states.

In 2004, La Fiesta del Pueblo was recognized by the Georgia Council for the Arts, Office of the Governor - Grassroots Arts Program as an Outstanding Recipient of Grassroots funding. Governor Perdue indicated that La Fiesta, as well as seven other projects around the state, show how arts can change lives and can be used a tool to strengthen Georgia communities.

For additional information, contact Eduardo Olalde at (229) 326-8745 or at [je.olalde@yahoo.com](mailto:je.olalde@yahoo.com).