

Tempe Tardeada 2009
Sunday, October 11th

Your organization is invited to take part in *Tempe Tardeada* 2009, Tempe's premier event celebrating the importance of Hispanic culture in our community, on Sunday, October 11, 2009.

Event Description

The *Tempe Tardeada* is the City of Tempe's 11th Annual Hispanic Heritage Festival. (A *Tardeada* is a social dance that is traditionally held on Sunday afternoons.) This event is the culmination of Hispanic Heritage Month and celebrates the historical significance of Hispanics within our community. The *Tardeada* draws approximately 12,000 people, a multi-generation family crowd who spends several hours celebrating the traditions and contributions of the Hispanic community in Tempe. The event features live entertainment, dancing, music, arts and crafts, and exhibits in the Tempe Historical Museum. The event also includes informational booths from local non-profit organizations that offer services to the local Hispanic population.

Community Booth Information

The *Tempe Tardeada* will be held at the Tempe Community Complex, 3500 S. Rural Rd., on the southwest corner of Rural Rd. and Southern Ave. Each organization will be provided with one 10'x10' booth with canopy. In addition, each booth will be supplied with one, 8' table (skirted), 2 chairs and a 4' by 2 and a half foot sign stating the organization's name

Event set-up can begin as early as 9 am; we ask that organizations be completely set-up no later than 11:30 am. The *Tardeada* concludes at 8 pm, but groups wanting to leave earlier may takedown beginning at 6 pm. To make your booth attractive to visitors, it is helpful to have an attractive display of some sort, and perhaps offer something for free such as candy or a craft activity for children.

If you would like to participate, please complete and fax or mail the attached form. We do have space limitations, so to ensure your spot please act quickly – booth availability is on a first response basis. If you have any questions, please call me at 480-350-8979. Thanks so much for your consideration. We would love to have you as part of *Tempe Tardeada* 2009!

Sincerely,

Ginny Belousek
Tardeada Chair

Sign Me Up!

Tempe Tardeada * October 11, 2007 * 12 - 8pm * Tempe Community Complex, 809 E. Southern Ave., Tempe

Tempe Tardeada Mission:
To identify and recognize the Hispanic historical roots of Tempe and educate the community with a celebration of the Hispanic culture.

Please fill out the form below to secure your spot with a booth for *Tardeada*. Please return this application; a copy will be returned to you as your confirmation. (Please Print)

Booths will be assigned based on the following criteria:

1. Does your organization serve the Tempe/Guadalupe area community?
2. Does your organization have prior/current Tempe community involvement?
3. Does your organization fit the Tempe Tardeada mission statement? *(see Mission Statement above)*
4. Is your organization based in Tempe? *(if the booths fill up, this criteria will be a tie-breaker)*

Name of Organization: _____

Name of Contact: _____

Title: _____ Phone: _____ Fax: _____

Mailing Address: _____ E-Mail Address: _____

City: _____ State: _____

Zip: _____

We are planning to display the following product/service:

Please include a 50 word or less description or narrative on the nature of your programs/services available:

Please mail or fax to:
Ginny Belousek
Fax: 480-350-2907
Mailing Address:
City of Tempe Diversity Dept
31 E. Fifth Street, Tempe, AZ 85281
