

City of Tempe
31E. Fifth Street
Tempe, AZ 85281



480-350-2905
<http://www.tempe.gov/diversity>

Diversity Office

April 25, 2011

Dear Business Member,

I would like to extend an offer to your organization to become an official sponsor of the City of Tempe's Hispanic festival, the 13th Annual Tempe Tardeada, which takes place on Sunday, October 9, 2011. With its authentic presentations honoring Hispanic heritage, the festival is recognized for its unique connection to the Hispanic community. This event features eight hours of live entertainment featuring Folklorico dancers, orchestras, mariachis, and dance music. In addition, we offer free arts, crafts and games for children, traditional foods for sale (at family-friendly prices), and hours of free family fun. Also, new for 2011 is a *Mercado*, where vendors can sell artwork, books, jewelry, or farmer's market items.

Your partnership with the Tempe Tardeada provides your company with community involvement while at the same time satisfying diversity initiatives. This premier festival, which attracts over 12,000 people every year, has been sponsored in the past by companies such as APS, AAA, Allied Insurance, Arizona Federal Credit Union, IKEA, Blue Cross/Blue Shield, Cox Communication, Safeway, SRP, Staples, Cold Stone Creamery, United Phoenix Fire Fighters – Tempe Chapter, Southwest Ambulance, Waste Management, Wells Fargo, KISS FM, and the Arizona Republic to name a few.

A copy of the 2011 Tempe Tardeada Partnership Package is enclosed for your review. Please feel free to call me at 480/350-8979 to discuss any ideas or suggestions that best meet the goals of your company. A commitment to sponsor by July 1st ensures full sponsorship media and PR benefits. We look forward to your support in honoring the cultural and historical traditions of Tempe's Hispanic community.

Sincerely,

Ginny Belousek
Sr. Diversity Specialist
Tempe Tardeada

Tempe Tardeada 2011

Official Corporate Partnership Package

Your corporate partnership features an opportunity to join forces with the City of Tempe to create this successful event on Sunday, October 9, 2011. We are very pleased to be able to offer you this opportunity to take part in Tempe's premier event celebrating the importance of Hispanic culture in our community and the culmination of Hispanic Heritage Month. The Tempe Tardeada attracts more than 12,000 people to the Tempe Community Center Complex located on the southwest corner of Southern and Rural Roads. The music, dancing, arts and crafts, history and food draws a multi-generational family crowd that spends several hours celebrating the traditions and contributions of the Hispanic community in Tempe.

Event Description

This year's *Tempe Tardeada* is the City of Tempe's 13th 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 event features live entertainment, dancing, music, the Tempe Historical Museum's *Family Albums* exhibit, arts and craft booths, games for children, a rich variety of delicious Mexican foods at family-friendly prices, and a Mercado.

2011 Event Features:

- *Tempe Tardeada*, a family gathering and social dance open to the public on Sunday, October 9th.
- *La Plaza* stage with 8 solid hours of live entertainment including mariachis, ballet folklorico, and dance bands.
- Presentation of the 9th Annual Tempe Tardeada Scholarship
- *Artesanías* -- Activities for children of all ages, including arts and crafts, face painting, inflatables, and "The Game Truck".
- *Calle San Pablo and Calle Ocho* with fun and educational activities along with community booths
- *El Mercado* vending area selling artwork, pottery, books, jewelry and farmer's market items.
- Food Court with food and drink at family-friendly prices with an air-conditioned eating area.
- *Tempe Historical Museum* "Family Albums" Exhibit
- Presentation to the winners of the youth *Tardeada Coloring Contest*

Benefits of Sponsorship

Supporting the 2011 Tempe Tardeada through sponsorship is an opportunity for your business to contribute back to the community while satisfying diversity initiatives. As a Tardeada sponsor, your corporate logo will be incorporated into all advertising mediums, including newspaper ads, websites, flyers, posters, bookmarks, City of Tempe water bill inserts, press releases, and the quarterly Leisure Opportunities Brochure to name a few. In addition, on-site signage the day of the event and on-stage name announcements ensure that the event attendees will know of your community involvement.

<p style="text-align: center;">Tempe Tardeada 2011 PARTNERSHIP CATEGORIES</p>

As an extension of goodwill to our past loyal sponsors, we are cutting the price of sponsorship for returning sponsors due to these economic times. Thank you for your loyalty and commitment to the Tempe Tardeada.

PRESENTING SPONSORSHIP

VALUE: \$10,000

Cost for a prior sponsor

\$ 9,000

- ◆ Category Exclusivity
- ◆ Dignitary presentation with Mayor and/or City Council.
- ◆ Name and logo included on Mill Ave. street banner.
- ◆ Name and logo included on street pole banners (Elliot from I-10 to Rural; Southern and Rural intersection; Baseline and Priest)
- ◆ Signage on Main Stage and within the main stage courtyard.
- ◆ Sponsor booth provided in the main stage courtyard
- ◆ Name and logo included as Presenting Sponsor in all print and broadcast advertising and promotional opportunities
- ◆ Sponsor's name announced continually on stage.
- ◆ One large banner (provided by sponsor) displayed on site.
- ◆ Other signage at event as mutually agreed upon

MAIN STAGE SPONSORSHIP

VALUE: \$5,500

Cost for a prior sponsor

\$4,500

- ◆ Sponsor banner **on** the Main Stage
- ◆ Signage space within the Community Center Complex
- ◆ Sponsor booth provided for information and sampling within the Main Stage Courtyard
- ◆ Name and logo to appear in all print and broadcast advertising and promotional opportunities.
- ◆ Sponsor's name announced continually on stage.
- ◆ One large banner (provided by sponsor) displayed on site
- ◆ Limited to four sponsorships

TARDEADA SCHOLARSHIP SPONSORSHIP **VALUE: \$2,000**
Because this money goes directly to the winners, no price adjustment can be made to this category.

- ◆ Naming rights to the Tempe Tardeada Scholarships – two \$1,000 scholarships awarded.
- ◆ On stage presentation of the scholarship with the Mayor of Tempe
- ◆ Sponsor booth provided.
- ◆ Sponsor's name announced continually on stage.
- ◆ Sponsor's name included on the Scholarship Application Form
- ◆ Name and logo to appear in print, broadcast and promotional opportunities.
- ◆ One large banner (provided by sponsor) displayed on site.
- ◆ Category Exclusivity

TARDEADA COLORING CONTEST SPONSORSHIP **VALUE: \$2,000**
Cost for a prior sponsor **\$1,750**

- ◆ Naming rights to the Tempe Tardeada Coloring Contest.
- ◆ Name and logo on all Coloring Contest forms.
- ◆ On stage presentation of the Coloring Contest winners with the Mayor of Tempe
- ◆ Sponsor booth provided.
- ◆ Sponsor's name announced continually on stage.
- ◆ Name and logo to appear in print, broadcast and promotional opportunities.
- ◆ One large banner (provided by sponsor) displayed on site.
- ◆ Category Exclusivity

TARDEADA FOOD COURT SPONSORSHIP **VALUE: \$3,000**
Cost for a prior sponsor **\$2,500**

- ◆ Naming rights to the Tempe Tardeada Food Court.
- ◆ Signage in food court area.
- ◆ Sponsor booth provided.
- ◆ Sponsor's name announced continually on stage.
- ◆ Name included in all references to food court – print and verbal
- ◆ Name and logo to appear in print, broadcast and promotional opportunities.
- ◆ One large banner (provided by sponsor) displayed on site.
- ◆ Category Exclusivity

****New opportunity****

TARDEADA MERCADO SPONSORSHIP

VALUE: \$3,000

- ◆ Category Exclusivity.
- ◆ Sponsor booth provided.
- ◆ Signage in the *Mercado* area
- ◆ Name included in all references to the *Mercado* – print and verbal
- ◆ Sponsor's name announced continually on stage.
- ◆ Name and logo to appear in print, broadcast and promotional opportunities.
- ◆ One large banner (provided by sponsor) displayed on site.

EVENT SPONSORSHIP

VALUE: \$1,000

Cost for a prior sponsor:

\$ 850

- ◆ Minimum \$1,000 (\$850 for returning sponsors) donation
- ◆ Name and logo to appear in print, broadcast and promotional opportunities
- ◆ Donor's name announced on stage
- ◆ Sponsor booth provided.
- ◆ Banner at event (no larger than 5 x 3). Banner provided by sponsor

MEDIA SPONSORSHIP

VALUE: In-Kind

- ◆ Name and logo to appear in print, broadcast and promotional opportunities
- ◆ Donor's name announced on stage
- ◆ Sponsor booth provided.
- ◆ Banner at event (no larger than 5 x 3). Banner provided by sponsor
- ◆ 1 Exclusive sponsor for Spanish and English media:
 - Newspaper Print Media
 - Magazine Print Media
 - Radio Media
 - Television Media

Tempe Tardeada Promotional Opportunities

Media	Category	Description
Glossy Tri-Fold	Tempe Public Library	10,000 distributed
Channel 11	Community Access	Commercial Advertisement 30 days
Event Banners (presenting sponsor)	Promotional Exposure	30 days Southern Avenue & Rural Road & Elliott & Rural Roads & Priest and Baseline Roads 70,000 vehicles per day 7 days Mill Avenue Banner Spanning across Mill Ave. & 5 th Street
Event Website	Sponsor Logo	250,000 hits per month
Newspaper Ads	Sponsored and paid ads	¼ page ads in local newspapers
Tempe News Flash	Press releases(s)	Media outlets, event Calendars & Visitor Publications
Tempe Opportunities	Quarterly Activities Brochure	35,000 distributed full back page advertisement
Tempe Today	City Newsletter	45,000 distributed 2"x8" column
TIMELINES	Tempe Historical Museum Newsletter	5,000 distributed- direct mail 6"x10" article with photo
Water Bill Flyer	Promotional Exposure	September – October 40,000 direct mail recipients
Posters	Promotional Exposure	Posters hung in all city busses, city buildings, and other locations as they become available
Radio Spots	Radio Media	60 second promotional spots on Spanish- language radio stations
Television Promotional Ads	Television Media	30 second promotional spots on both Spanish- language and English language television stations
Stage Announcements	During the Festival	Sponsor acknowledgements throughout the 8- hour event from the main stage
Booth	During the Festival	Presence at event to promote your business
Banners	During the Festival	One 5 x 3 banner hung at the Tardeada



Tempe Tardeada 2011

Sponsorship Commitment

_____ agrees to be a sponsor for the 2011 Tempe Tardeada, according to the terms of the proposal submitted by the City of Tempe.

		<u>Additions/Corrections/Changes:</u>
Sponsorship Amount:		
Sponsor Name:		
		Important-This is how your company name will appear in all documents. Please take time to make sure it appears as you want the name to appear when not used with logo.
Mailing Address:		
Contact Person:		
E-Mail Address		
Telephone:		
Fax:		
Signature:		
Printed/Typed Name & Title:		

Please return this form to:

City of Tempe
 Diversity Department
 Attention: Ginny Belousek
 31 E 5th Street
 Tempe, AZ 85281
 Phone: (480) 350 8979/ Fax: (480) 350-2907

*Please return this form **by July 1** to ensure you receive full recognition as a 2011 Tempe Tardeada Sponsor.*

E-mail company logo to: gabby_belousek@tempe.gov