

City of Tempe
Strategic Management & Diversity Office
31 E. Fifth Street
Second Floor
Tempe, AZ 85281
www.tempe.gov/StrategicMgmtDiversity



Tempe Tardeada 2019 Sunday, October 6th

Your organization is invited to take part in *Tempe Tardeada* 2019, Tempe's premier event celebrating the importance of Hispanic culture in our community, on Sunday, October 6, 2019. Booths are available free of charge to non-profit organizations. If you represent a for-profit business and wish to have a booth at the event, please contact the Diversity Office at 480-350-8979 to inquire about an event sponsorship.

Event Description

The *Tempe Tardeada* is the City of Tempe's 21st Annual Hispanic Heritage Festival. (A *Tardeada* is a social dance that is traditionally held on Sunday afternoons.) This event takes place during 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 History 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 break down 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* 2019!

Sincerely,

Ginny Belousek
Diversity Manager
Tempe Tardeada