

Date:



Check out the official website out at [www.fortcollinscincodemayo.com](http://www.fortcollinscincodemayo.com)

### Sponsorship Proposal

Proposal Submission:

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Name of Non-Profit Organization: Fort Collins Cinco De Mayo Committee

Event Proposed: Fort Collins Cinco De Mayo 2010 Celebration

Date of Events: May 1st-May 9th, 2010

Contact Person's: Debra Bueno – Director  
611 10<sup>th</sup> Street  
Fort Collins, Colorado 80524  
(Cell) 970.556.2406 (Work) 970.221.6741

Yes, I would like to be a proud sponsor at the following level

<b>PLATINUM LEVEL:</b> <i>(\$5000 and above)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
<b>GOLD LEVEL:</b> <i>(\$2500 - \$4999)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
<b>SILVER LEVEL:</b> <i>(\$1000 - \$2499)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
<b>BRONZE LEVEL:</b> <i>(\$500 - \$999)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
<b>FRIENDS OF CINCO DE MAYO LEVEL:</b> <i>(\$100 - \$499)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)
<b>KidZone Activities Sponsorship</b> <i>(Full Naming Rights \$1000.00 per day)</i>	(Please see page 5 for level of sponsorships and all that is included in sponsorship)

Please mark appropriate box above with an (X) to indicate level of sponsorship and indicate Total Amount of sponsorship:	Total Amount Sponsored: \$  <b>Thank You For You Contribution!</b>
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### *Description Of Event:*

In Mexico and in many countries of the world, Cinco de Mayo is celebrated every fifth of May as a festive tribute to the spirit of Mexico. In many parts of Mexico a big banquet is held in the afternoon and celebratory dancing follows that evening. By celebrating Cinco de Mayo each year, the Mexican people and the North Americans of Mexican ancestry reaffirm their commitment to freedom and independence. Equally as important, this celebration provides a great opportunity for people from all diverse backgrounds to come together to enjoy the festivities and culture- A celebration of Family, Culture and Community!.

In Larimer County, and more specifically in Fort Collins, Cinco de Mayo has been celebrated for over 30 years. The Fort Collins planning committee feels this celebration is very important and brings children, parents, grandparents, families, and friends together in a 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 fiesta provides an excellent means of education and sharing of cultural diversity among our communities. The events planned for 2010 are geared for all ages and people of all ethnic backgrounds. The Fort Collins Cinco de Mayo Celebration will be held on May 1<sup>st</sup> through May 9th, 2010.

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

- 1). Encourage increased awareness of Hispanic/Chicano/Latino cultures in Larimer County, the Fort Collins community, and surrounding communities.
- 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 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 Colorado State University, City of Fort Collins, Poudre School District, Front Range Community College and several others have began meeting on a bi-weekly schedule to make the Cinco de Mayo 2010 celebration successful. The total count of volunteers for all the events planned ranges from 50-100 individuals consisting of young children to grandparents in age. 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.



This Year, the Kick-Off will be held on Saturday May 1<sup>st</sup>, 2010 with the annual Grand Dance with award winning Gary Hobbs performing live from Eagle Pass, Texas. The Colorado State University will again be planning “Fiesta on the Plaza”. The annual Cinco/Cinco 5K run/walk will take place on at the CSU Oval. This race has grown to attract over 500 participants and top local and statewide runners.

As last year we are happy to return our annual event to Civic Center Park. We have outgrown the Downtown Square location and will again be holding our celebrations at Civic Center Park. This move has allowed us more room for more activities by the blocking off of streets and allows us to expand the festival celebrations and stages. On Saturday May 8<sup>th</sup> and May 9<sup>th</sup> 2010 the community fiesta will take place from 11:00 am through 7:00 pm at Civic Center Park (LaPorte and Howes) in Fort Collins, Colorado. The 2010 Fort Collins Cinco de Mayo Fiesta will feature continuous entertainment which will include Local and traveling bands, Mariachis, Mexican Folklore dancing, Booths, Food, Speakers, Piñatas, CSU Student presentations, Poudre School District performances and the KidZone area. The KidZone area will consist of jump houses, balloon animal artist, face painting, musical workshops, puppet show, story time and more. A full day of family activities and free entertainment, along with several different food vendors will fill the air. Many business will also participate with informational booths. All events are free of charge and open to the general public. Several PSD schools will be participating in the entertainment lineup, singing songs, reading poetry or performing skits for their families to enjoy.

On Saturday May 1<sup>st</sup>, 2010 the annual Cinco de Mayo community Grand Dance will take place in Fort Collins, Colorado. In addition to Local entertainment opening up the show, This years band will be internationally known Gary Hobbs from Eagle, Pass, Texas. Again as every year we will be featuring our “Dia de la Familia” (Day of the Family) celebration which will be scheduled for Sunday May 9<sup>th</sup>, 2010 beginning at 11:00 am through 7:00 pm. The day of activities is geared toward family participation with events ranging form Music, Food and Fun. The Fort Collins Community festival has become a Fort Collins tradition and is one of the family events our community looks forward to attending every year. On a state level, it continues to be highlighted as one of the largest and safest festivals for families to attend.

Fort Collins Cinco de Mayo Celebration 2010 will continue to offer a positive force towards better relations within our community through exposure to Hispanic/Latino cultures and allows the opportunity for all of our community members to learn from each other in a festive environment. The Cinco de Mayo committee is open 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 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.

Your financial support will have a tremendous impact on the celebration and continue to allow us to share Hispanic culture with over 10,000 + 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 volunteers 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 Fort Collins 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.

Financial Contributions should be made out to: FORT COLLINS CINCO DE MAYO

If you have any questions or concerns, please contact us at (Cell) 970.556.2406 (Work) 970.221.6741

Sincerely,

Debra F. Bueno  
Director  
Cinco de Mayo Committee  
611 10<sup>th</sup> Street  
Fort Collins, Colorado 80524



## 2009 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 banner with your logo at all event site and locations.
- ◆ Include your company/organization banner with your logo on Main Bandstand at all event site and locations.
- ◆ Opportunity for your company/organization to display or set up a booth at Civic Center Park during both days of celebration Free.
- ◆ Your company/organizations logo, advertising banner and weblink on Fort Collins Cinco de Mayo website.
- ◆ Full page ad in included in the Cinco de Mayo program.(Limited to Inside Front Cover/Inside Back Cover/Back Cover)
- ◆ Your company/organization acknowledged as Platinum Level Sponsor throughout all Fiesta activities.
- ◆ 30 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Saturday May 1st, 2010 and Reserved Tables

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

- ◆ Include your company/organization logo on all printed materials to include but not limited to Website, Posters, Fliers, Programs and Brochures.
- ◆ Include your company/organization banner with your logo at event site and locations.
- ◆ Opportunity for your company/organization to display or set up a booth at Civic Center Park during both days of celebration Free.
- ◆ Your company/organization logo included in the Cinco de Mayo program.
- ◆ Half page ad included in the Cinco de Mayo program.
- ◆ Your company/organization acknowledged as Gold Level Sponsor throughout all Fiesta activities.
- ◆ 20 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Saturday May 1st, 2010 and Reserved Tables

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

- ◆ Include your company/organization logo on all printed materials to include but not limited to Website, Posters, Fliers, Programs and Brochures.
- ◆ Opportunity for your company/organization to display or set up a booth at Civic Center Park during both days of celebration Free.
- ◆ Your company/organization logo included in the Cinco de Mayo program.
- ◆ Quarter page ad in included in the Cinco de Mayo program.
- ◆ Your company/organization acknowledged as Silver Level Sponsor throughout all Fiesta activities
- ◆ 10 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Saturday May 1st, 2010

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

- ◆ Business Card size ad included in the Cinco de Mayo program.
- ◆ Opportunity for your company/organization to display or set up a booth at Civic Center Park during both days of celebration at reduced rate.
- ◆ Your company/organization acknowledged as Bronze Level Sponsor throughout all Fiesta activities
- ◆ 4 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Saturday May 1st, 2010

### FRIENDS OF CINCO DE MAYO LEVEL: (\$100 -\$499)

- ◆ 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 in Cinco de Mayo program
- ◆ 2 tickets to Fort Collins Cinco de Mayo GRAND DANCE on Saturday May 1st, 2010

#### Additional Sponsorships

### Full Naming Rights/ Sponsorship for KidZone Activities (Full naming rights will be limited to only 1 sponsorship per day/days)

- ◆ Include your company/organization banner with your logo on all KIDZONE Activities  
all KIDZONE Activities will be available **FREE OF CHARGE**, courtesy of your company/organization

\$1,000.00 Saturday  
\$1,000.00 Sunday  
\$2,000.00 both Days

(I.E. Jump Castles,Face Painting,Balloon Artist,Clowns,Piñatas,Climbing Wall,Etc) All KidZone Activities will be available **FREE OF CHARGE** to the public, courtesy of your company/organization and your company/organization will be acknowledged as the KidZone main sponsor several times throughout the day from the main bandstand.



*2010 Fort Collins Cinco de Mayo  
Community Celebration Projected Budget*

<i>Performers/Speakers/Lodging/Fees</i>	<b>\$18,000.00</b>
<i>Technical/Production/Admin. Costs</i>	<b>\$2,750.00</b>
<i>Marketing/Publicity/Programs</i>	<b>\$3,000.00</b>
<i>Other:</i>	<b>\$3,000.00</b>
<i>Newspaper Ads, Posters</i>	
<i>Mailings, Banners, Radio</i>	
<i>Announcements, T-Shirts,Permits,</i>	
<i>Supplies, Health Dept, Audit Fees</i>	
<i>KidZone Activities</i>	<b>\$2,000.00</b>
<i>Space Rental</i>	<b>\$2,500.00</b>
<i>Security</i>	<b>\$1,500.00</b>
<i>Concession Costs</i>	<b>\$750.00</b>
<i>Generators/Canopies/Chair Rentals/Barricades</i>	<b>\$3000.00</b>
<i>Restroom Facilities</i>	<b>\$1000.00</b>
<b>Total Projected Cash Expenses:</b>	<b>\$ 37,500.00</b>