



Richard Elias
Pima County Board of Supervisor
District 5
Tucson Arizona 85701

Dear Richard,

On behalf of the Fiesta Grande Committee, we invite you to participate in our Fiesta Grande Street Fair to be held on April 13, & 14th, 2013. This event will take place In Barrio Hollywood on Grande Avenue, between Speedway and St. Mary's Road.

Fiesta Grande is a non-profit organization that serves its neighborhood by providing vital services necessary to maintain a positive educational, cultural and community setting. The proceeds from each event benefit fund a variety of community programs for the youth and elderly, higher education scholarships, and the purchase of property for its annual event. On behalf of Fiesta Grande of Hollywood Incorporated. Your generosity will allowed for vital programs within the community to continue.

Our annual event will be celebrating eleventh year of growth and giving this year. It is dedicated to providing positive cultural and educational opportunities for community residents in the Tucson Westside area. It assists the neighborhood with viable resources and tools to maintain a thriving and productive area by gathering funding from its annual two day fiesta. These resources support invaluable programs directly linked to the community.

This annual event provides for two higher learning scholarships. The deserving recipients of these scholarships are chosen by the Principal of Tucson High School and the College and Career Committee based on need, academia, and overall performance; the recipients do not necessarily have to reside with Barrio Hollywood.

Lastly, the residual profit gained from this event is applied towards neighborhood reinvestment. This consists of annual Christmas Lights contests, neighborhood cleanups, elderly home repair and financial assistance, and assistance to our neighborhood churches for youth related activities.

In order to continue our programs and improving our neighborhood, we are requesting your financial assistance to continue with our Fiesta. Despite the economic challenges of 2012, we were able to maintain our programs and enrich our community. We are hopeful that we will be able to count on you to assist us in achieving our future goals of providing even more assistance to annual event. Your continued support is critical to future our programs. In closing, we are very grateful of your support and look forward to working with you in 2013.

Sincerely,

Margaret McKenna

History and Purpose of Event



What is Fiesta Grande?

Fiesta Grande, of Hollywood, Inc., a non-profit organization, was created to promote positive cultural/educational opportunities to enrich/empower its community. Funds earned from all events are directly allocated to community to address crime, dropout rates, and social/economic stresses. This event brings forth community involvement, participation, volunteerism, and financial support. The premise for the funding is to provide a means for constructive activities for all age groups through community support.

What Will Your Sponsorship Support?

Proceeds from Fiesta Grande help fund a wide variety of community programs and actions:

- ✓ College Scholarships for higher education
- ✓ Youth and elderly programs
- ✓ Midnight Hoops
- ✓ Service programs for the El Rio Neighborhood Center
- ✓ Neighborhood assistance for nonprofits within the area, as well as neighborhood families
- ✓ Neighborhood reinvestment
- ✓ Neighborhood Awards

Activities and Entertainment Headliners:

- ✓ Featuring Grammy Award winning talents from the state of Texas
- ✓ Unique to any event, live concerts, dancing, and entertainment from some of Tucson's finest talents

The Historic Mural Project

Created by renowned artist Steve Farley in collaboration with the Barrio Hollywood Neighborhood Association (BHNA), the Historic Mural Project has been one of the most exciting features of previous Fiesta Grande events. The project began in 2003 with an exhibit featuring 30 larger-than-life historical photos of the neighborhood. Many of the photomurals have been completed and unveiled during the Fiesta and additional installations are anticipated in the near future.





SPONSORSHIP PACKAGES

PLATINUM LEVEL SPONSOR - \$5,000 (Net) – You will receive:

- Logo, Banner /Signage Display
- Inclusion in All generated Advertising and Promotions
- Inclusion in Print Mediums: Poster
- Unlimited Live Mentions throughout event

GOLD LEVEL SPONSOR - \$3,000 (Net) - You will receive:

- Banner, Name and/or Logo Display
- Inclusion in equivalent generated Advertising and Promotions
- Inclusion in Print Mediums: Poster
- Many Live Mentions throughout event

COPPER LEVEL SPONSOR BENEFITS - \$1,500 (Net) – You will receive:

- Banner display in designated Area
- Listed Name in Poster and Sponsor Section of Event Program
- Some Live Mentions at event

IN-KIND and/or CONTRIBUTING BENEFITS (\$500) (Net) -You will receive:

- 1 Banner display in designated Area

◆ We can customize Sponsorship Packages to Meet Your Individual Needs ◆

IMPORTANT NOTE:

Sponsorships are payable upon receipt of Invoice and/or 90 days prior to the event in order to produce all printed materials on a timely basis.

