



The Fiesta Grande committee invites you to participate in our 12th annual Fiesta Grande Street Fair. We are currently soliciting **Sponsors** and **Advertising Partners** for the fiesta which will take place on **April 26th and 27th, 2014**.

The event takes place every year in Tucson's Historic Barrio Hollywood, right on Grande Avenue between Speedway and St. Mary's Road. The City of Tucson closes down the avenue to all traffic for the weekend, as tens of thousands of people descend upon the Westside's only annual community event of this size and magnitude. Entire families come to Fiesta Grande to enjoy the delicious food, great live music, classic car show, carnival rides and a beer garden three blocks long! Dozens of local vendors sell amazing arts and crafts that you can only find in Tucson! **Fiesta Grande has become the biggest annual event on Tucson's Westside.**

We have continued to grow and expand, attracting Grammy Award winning talent and setting attendance records every year (50,000+ people). The fact that our Fiesta is **FREE** to attend for the entire family; makes us the ideal community event for you to sponsor and support, while at the same time exposing your business to new customers!

Fiesta Grande is a 501 c3 Non-profit organization which serves the local community by helping to promote a positive educational, cultural and community setting for the residents of Tucson's Westside. The proceeds from each event benefit fund a variety of community programs for the youth and the elderly of our community. Your generosity will allow for the vital help that we provide to the community to continue.

We use this fundraising opportunity to assist the Barrio Hollywood Neighborhood and the Greater Westside with the resources and support to maintain a thriving and productive area for both residents and small-business alike.

The residual profit gained from this event is applied toward neighborhood reinvestment. This consists of numerous neighborhood projects including tree planting, landscaping and beautification of the neighborhood. The history and culture of Barrio Hollywood has been preserved along Grande Avenue in Historic Photo Murals that tell the story of one of Tucson's oldest neighborhoods. All of these positive changes have been driven by the partnerships created when neighborhoods and businesses work together to improve our community.

We have also consistently provided direct financial assistance to the City's El Rio Neighborhood Center for youth and elderly programs that serve our most vulnerable community members. We remain dedicated to positive cultural and educational opportunities for the Tucson community.

Recognized by the IRS as a 501 C (3) - EIN# 26-1806682
Fiesta Grande of Hollywood, Inc., P.O. Box 87521, Tucson, AZ 85754

Fiesta Grande has served as a catalyst for positive change as we continue to form successful partnerships between local residents, local business and local governments.

In order to continue with these programs and physical improvements to our area, we are requesting your financial assistance to continue with our Fiesta. Despite the economic challenges of the past few years, we have been able to continue our work helping to enrich our community. Your continued support is critical to the future of our programs. Thank you for taking the time to read our request for your support. We look forward to partnering with you in 2014 to make Tucson an even better community.

Sincerely,

Margaret McKenna

Fiesta Grande of Hollywood Committee

520.331-9555

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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 - \$10,000 (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 - \$5,000 (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 - \$3,500 (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 (\$1000) (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.

