

30th Anniversary

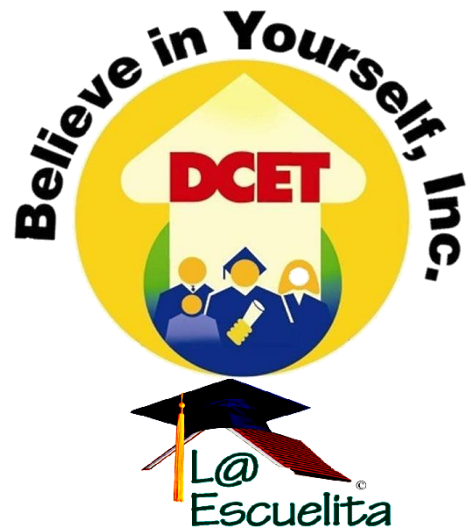
CINCO DE MAYO 2018

**Multicultural Festival &
Health/Education/Job Fair**

Sponsorship Proposal



Produced by
DCET



and
The City of Irving



Honorary Sponsors



FOUNDATION

Improving homes. Improving lives.
South Irving



IRVING HISPANIC CHAMBER
BUSINESS PROSPERITY THROUGH UNITY™

cricket®



COST+PLUS



TELEMUNDO

**Brewer &
Lormand** PLLC

CINCO DE MAYO Vision



To celebrate diversity and gain a greater awareness of the cultural and historical treasures within our city of Irving while making our Festival enjoyable through education and information, as well as music, dance and food

How **CINCO DE MAYO** is celebrated in Mexico and USA



- ▶ This official holiday in Mexico is celebrated with a host of festivals, military parades and formal official gathering of elite social and political leaders.
- ▶ In USA with outdoor folk concerts, picnics, dances, youth parades and other related festivals and activities.

How **Cinco de Mayo** is celebrated in Irving, Texas



Historical significance for USA



The Mexicans won a victory that kept Napoleon III from supplying the Confederate rebels for another year, this allowed USA to build the greatest army ever seen.

This grand army smashed the Confederates at Gettysburg just 14 months after the Battle of Civil War.

Some historians believe that it is possible the Civil War may have had a different outcome if the French had been able to join the Confederate army as planned.

Opening Ceremonies



- Irving City Council Representatives
- Mexican Consulate
- Parks/Recreations Director
- Dallas County Commissioners



In one day at **CINCO DE MAYO**

- ▶ Social Services
- ▶ Health Services
- ▶ Human Services
- ▶ Fitness Program
- ▶ Self Esteem Program



- ▶ Educational Services

CINCO DE MAYO

Supported by the City of Irving

*We pay tribute to Irving's great historical annual Multicultural "**Cinco de Mayo**" Festival and believe it is an excellent opportunity to celebrate Hispanic culture and our history.*

Genuine peace is important to us as a city and each of us comes with a history and heritage that lay the foundation of our existence as well as a vision for better understanding and respect for our neighbors. Please join us in celebrating a great victory at the Battle of Puebla, Mexico where sacrifice and patriotism resulted in victory.

We recognize the importance of honoring this historical day!



Spanish Town Hall Meeting

- ▶ Featuring City of Irving's Programs, Services and HR Opportunities




- Police Department Programs
- Human - Housing - Homeless Programs
- Competitive Bids for Goods and Services


Vendors Sponsors Exhibitors Multiculturalism



Educational



"My college of choice."



North Lake College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

www.northlakecollege.edu

5001 N. MacArthur Blvd. | Irving, TX 75038 | 972.273.3000 | An equal opportunity institution.

DCET and the City of Irving provides **CINCO DE MAYO** four Scholarships to High school seniors students entering college.

As an educational organization, a purpose of our efforts is to educate young people about the history of our state and nation, and the cultural diversity of all people. When the community does its part to extend this education beyond the classroom, the benefits are boundless.

In return, we invite parents to visit IISD schools, talk to teachers, attend special events, and take the opportunity to learn all of the ways our students are being inspired every day.



The administration, faculty and staff of Irving ISD extends best wishes for a safe and successful Multicultural Festival 2016

 **Where Children Come First**
Independent School District



Applaud our 2018 Interns and CINCO DE MAYO Scholarship recipients



Elizabeth García



Guillermina Bustamante



Carlos A. Hernández



Henry J. Cantarero

Cinco de Mayo Vision continuation...

...and to support DCET Literacy programs and education by providing scholarships to deserving High School Hispanic students in Irving, TX

Great Food @ CINCO DE MAYO Multicultural Festival



Multicultural Entertainment



Mexico
Peru
Asia
Argentina



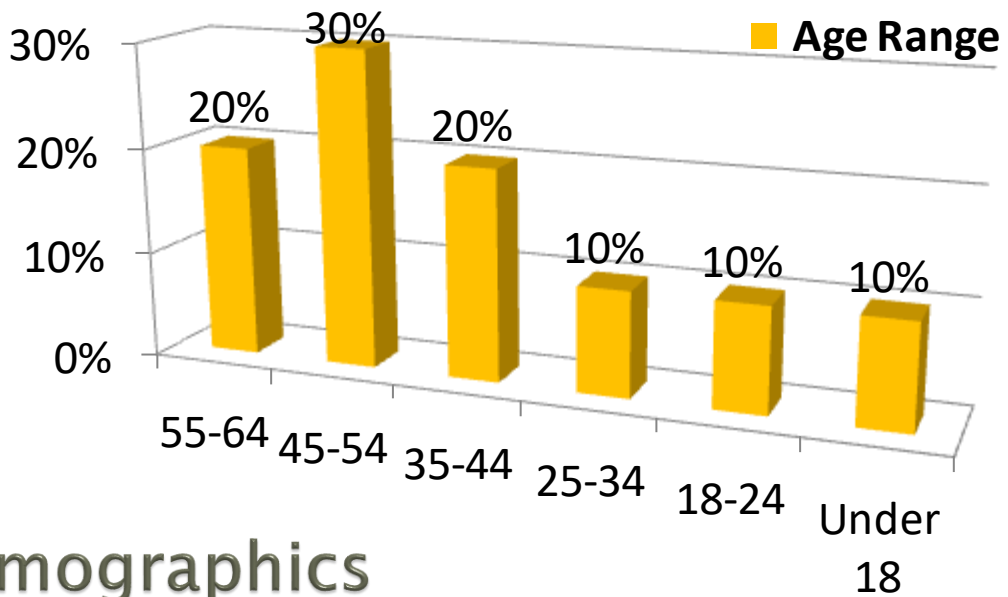
Little MISS (LMC) CINCO DE MAYO Pageant



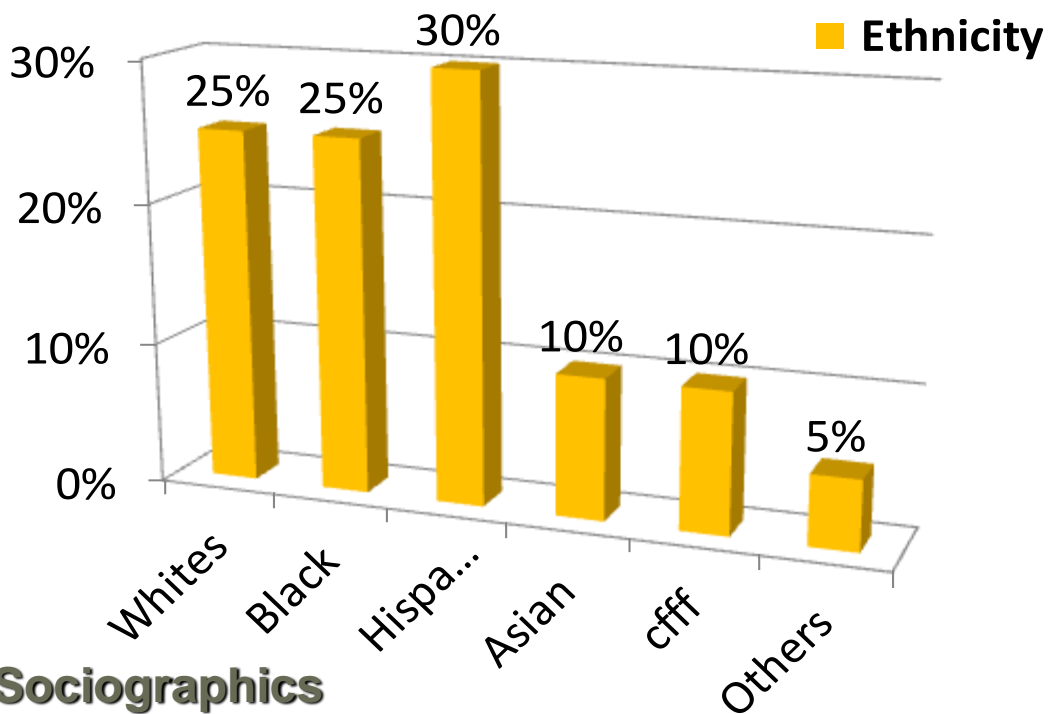
**LITTLE MISS
CINCO DE MAYO 2016**



Who comes to CINCO DE MAYO Festival



Demographics



Sociographics

Volunteer Opportunities



- ▶ Teen Courts – Boys Scouts
- ▶ Senior High School students
- ▶ DCET students



Festival Photos



...and more Festival Photos



Our Marketing Tools



- Our Souvenir Program
- Event Brite
- Posters
- Fliers
- Social Media
- TV
- Radio
- Newspaper Ads
- Facebook
- LinkedIn



Screening Mammograms FREE

At Cinco de Mayo Multicultural Festival in Irving, TX

Need to make appointment: 214.266.1232

Requirements:

- At least 35 years of age
- Have not received a mammogram in the last 12 months.
- Proof that you reside in Dallas County
 - ◊ Picture ID (work or government issued)
 - ◊ Utility bill with your name and address (gas, electric, telephone, water)
 - ◊ If you are covered by insurance (Private, Medicaid, Medicare) we ask that you call the number listed.

In order to better serve you we ask that if you have physical limitations or questions regarding mammograms that you contact us at 214.266.1232.

Factors that may increase your risk of breast cancer

- If you are over the age of 35
- If you have had breast cancer in the past
- If your mother, sister or daughter have had breast cancer
- If you have more than one alcoholic beverage per day
- If you have taken birth control pills for more than five years
- If you have never had children

This outreach program is funded through a grant from the KOMEN Foundation.

Enjoy our Festival and other FREE Health Screenings
Senter Park Recreational Center
 901 Senter Rd. Irving, TX 75060
 Saturday, April 30th, 2011 - 9am - 3pm
 More information: 214-587-1983




Cinco de Mayo Multicultural Festival 2012

Health and Educational Fair organized by DCET and the City of Irving




Multicultural Festival and Health/Educational Fair

Saturday, May 5, 2012
 9 a.m. - 3 p.m.
 Senter Park Recreation Center
 901 S. Senter Rd. Irving, TX 75060 (972) 721-2641

Enjoy food and multicultural entertainment from different countries, kids activities, vendors and fun!
 Support DCET's literacy programs and college scholarships for high school students!

Promote your product/service to up to 5,000 people in one day!
 Enjoy our first LITTLE MISS CINCO DE MAYO Pageant at 1 p.m. - Select your queen!

Vendor and exhibitor opportunities available.
 Contact: Elvia Wallace-Martinez (214) 887-1983 dcetm1@cityofirving.net

Sponsorship Levels

Premier Platinum Host/Sponsor (Up to two available): \$5,000 (Branding/marketing outdoors also)

- 3 tables 10 X10 and 6 chairs inside & Tent – 20 x 20 space outdoors
- Continental breakfast for 6 people
- Business name/logo on inside cover of souvenir program & name listed pg 14.
- 30 mentions on stage about being **Premier Platinum** sponsor during opening/closing program & whole event.
- Business name will be included in fliers, posters (time sensitive)
- Two 2 color **Full Page ads** in our 40 page program
- Business can hang Four company banners at the event.
- Certificate of Appreciation.
- 50 Social media posts on DCET's Facebook page & DCET website event page for a whole year.
- Your logo will appear in our website and the whole year.

Platinum Host & Sponsor (up to two available): \$2,500

- 2 tables 10 X10 and 4 chairs
- Continental breakfast for 4 people
- Business name/logo on inside cover of program & name listed pg 14.
- 20 mentions on stage about being **Platinum** sponsor during the opening/closing program & whole event.
- Business name will be included in fliers, posters (time sensitive)
- Two 2 color **Full Page ads** in our 40 page souvenir program.
- Business can hang three company banners at the event.
- Certificate of Appreciation
- 30 Social media posts on DCET's Facebook page & DCET website event page for a whole year.
- Your logo will appear in our website & the whole year.

Sponsorship Levels

Diamond Sponsor: Up to three available: \$1,250

- 1 table 10 x 10 and 2 chairs and continental breakfast for 2 people
- Business name/logo on inside cover of program & name listed in other page
- 15 mentions on stage about being **Diamond** sponsor during the opening/closing program & whole event
- One 4 color **Full Page ad** in our 40 page souvenir program
- Business name will be included in flyers, posters (time sensitive)
- Business can hang Two banners in the health fair area
- Certificate of Appreciation
- 20 Social media posts on DCET's Facebook page and Website event page for a whole year
- Your logo will appear in our website & e-newsletter for six months.
February, March, April and May.

Gold Sponsor (up to four available): \$600

- 1 table 10 x 10 and 2 chairs and continental breakfast for 2 people
- Business name/logo on inside cover of program & name listed in other page
- The master of ceremonies will recognize your business as a **Gold** sponsor during the opening program
- One 4 color **1/2 Page ad** in our 40 page souvenir program
- Hang one banner by your table
- Certificate of Appreciation
- Your logo will appear in our website & e-newsletter during four months

Silver Sponsor: \$400

- 1 10x10 table and 2 chairs
- Continental breakfast for 2 people
- Business name/logo on inside cover of program & name listed in other page
- The master of ceremonies will recognize your business as an **Silver** sponsor during the opening program
- One 4 color **1/4 Page ad** in our 40 page souvenir program
- Your logo will appear in our website and e-newsletter during 3 months

Bronze Sponsor: \$300.00

- 1 10x10 table - 2 chairs
- Continental breakfast for 2 people
- Business name/logo on inside cover of program & name listed in other page
- One 4 color **1/8 Page ad** (Business card size) in our 40 page program.

Your logo will appear in our website for 2 months.

Rental of Booths only

Large Business Table only - \$250.00 for booth only (10 or more employees)
For Profit business

Medium size Business Table only - \$150.00 for booth only (4-9 employees, or less) For Profit business

Small Business Table only - \$75.00 for booth only (1-3 employees, or less)
For Profit business

Non-Profit Table (information space only) NO CHARGE- NO SALES, booth only

Handmade Arts/Crafts Vendor Table \$ 35.00 booth only

Food Vendor \$ 150.00 booth only *Temporary Food Permit is \$55.00, waived if you have an Irving Food Permit.*

(A separate agreement needs to be signed for this category)

City/County Agency Booth Table only \$50.00

Media representatives NO CHARGE for table – NO SALES

Electricity \$15.00 on a limited basis, first come/first serve.
Applies to all categories



Printed Souvenir Program Advertising Rates

Full Page Ad
Actual Size Shown
7-9/16" x 10-1/16"
\$1,000
Program Ad only

1/4 Page Ad
3-
7/16" x
4-
11/16"
\$250
Program Ad only

1/8 Page Ad
4 x 2
1/2
\$150
(Program Ad only)

1/2 Page Ad
Actual Size Shown
7-9/16" x 4-11/16"
\$500
(Program Ad only)

1/3 Page Ad Horizontal
4-11/16" x 7-
9/16"
\$375 (Program Ad only)

1/3 Page Ad Vertical
7-9/16"
x
4-1/16"
\$375
(Program Ad only)



Literacy Partners



COST+PLUS



Parkland



Brewer & Lormand PLLC



Community Plan



Dignity[®]
MEMORIAL

∞ LIFE WELL CELEBRATED™ ∞



CINCO de MAYO

Media/Marketing Partners

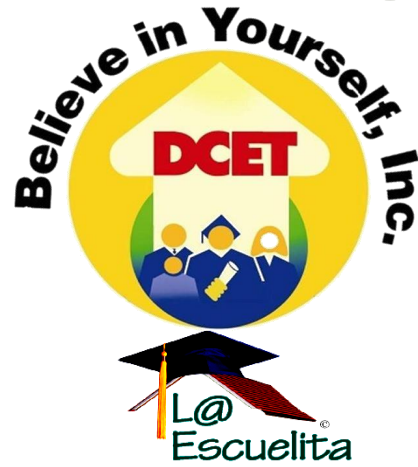


TV ICTN
interviewed
Ray Cerda,
**CINCO DE
MAYO,**
Event Chair
Multicultural
Festival
& Health
Educational
Fair



Irving **Rambler**

The City of Irving and DCET



**Gracias
Thank
you!**

