

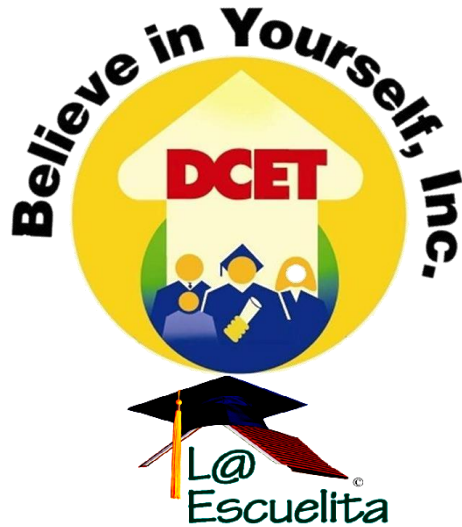
32nd Anniversary

CINCO DE MAYO 2020

**Multicultural Festival
Health/Education/Job Fair
*Sponsorship Proposal***



Produced by
DCET



In partnership with
The City of Irving



Benefiting EDUCATION!



*It is never too late to learn how to
write and read~*

Honorary Sponsors



FOUNDATION

Improving homes. Improving lives.
South Irving



COST+PLUS



cricket®



CINCO DE MAYO Vision



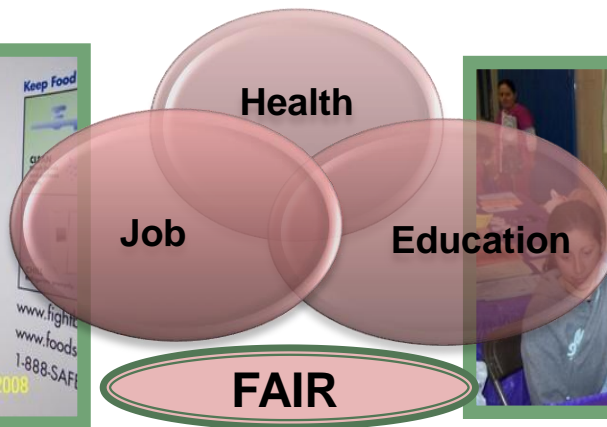
To celebrate diversity and gain a greater awareness of the cultural and historical treasures within our city of Irving while making our Festival enjoyable through education and information, as well as music, dance and food

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

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

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!



Vendors Sponsors Exhibitors Multiculturalism



Educational



Now enrolling for
summer and fall!

Semester start dates:
Summer I – June 6
Summer II – July 8
Fall – August 26


North Lake College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

northlakecollege.edu
LAS COLINAS • SOUTH IRVING • COPPELL

DCET provides four **“CINCO DE MAYO”** Scholarships to deserved students who have completed 2 courses in one year at DCET’s community learning center

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



The administration, faculty and staff of Irving ISD extends best wishes for a safe and successful Multicultural Festival 2019
Multicultural Festival 2011!

Applaud our 2020 CINCO DE MAYO Scholarship recipients



Alfredo Rosales



Hilario Molina



Santos González



Ma. Del Carmen Álvarez



Darvin Avila

Vision continuation...

Cinco de Mayo VISION supports DCET Literacy programs and education by providing scholarships to deserving Literacy students in Irving, TX

Great Food @ CINCO DE MAYO Multicultural Festival



Multicultural Entertainment



Mexico
Peru
China
Argentina
Ecuador



LMC developing Self Esteem and Social Skills

8th Little MISS CINCO DE MAYO

Sunday, May 2nd, 2020 - 1:00PM



2018 Queen



2015 Queen



2013 Queen



LMC mission is to develop in contestants a high self esteem and confidence while instilling pride in their heritage while learning to develop social skills and encouraging education for the advancement of Hispanic Youth
Edna Tijerina, Miss Texas Latina Texas, Texas State Director



2019 Queen



2013 Princess



2016 Queen



2014 Queen



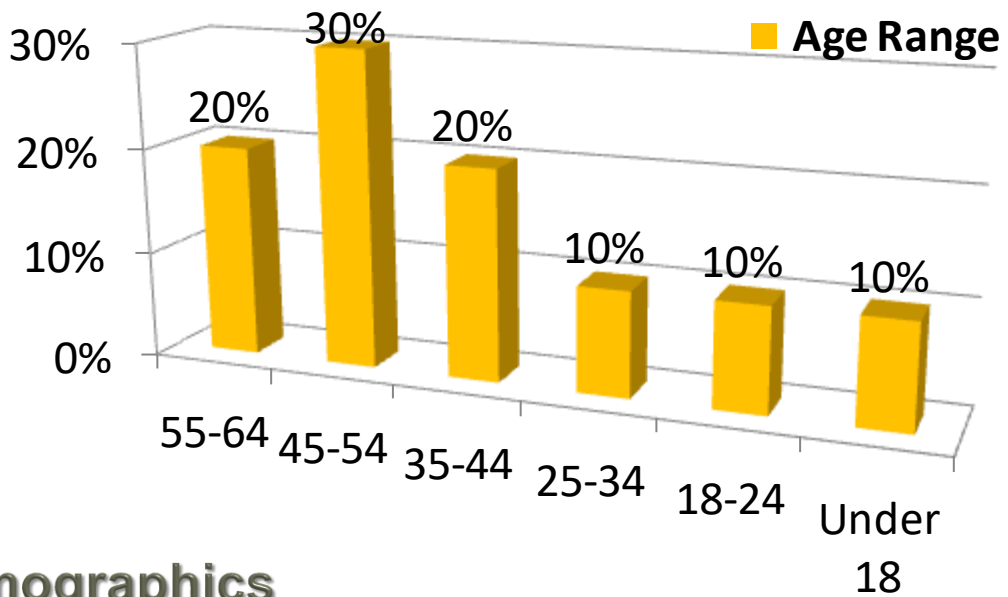
2012 Queen



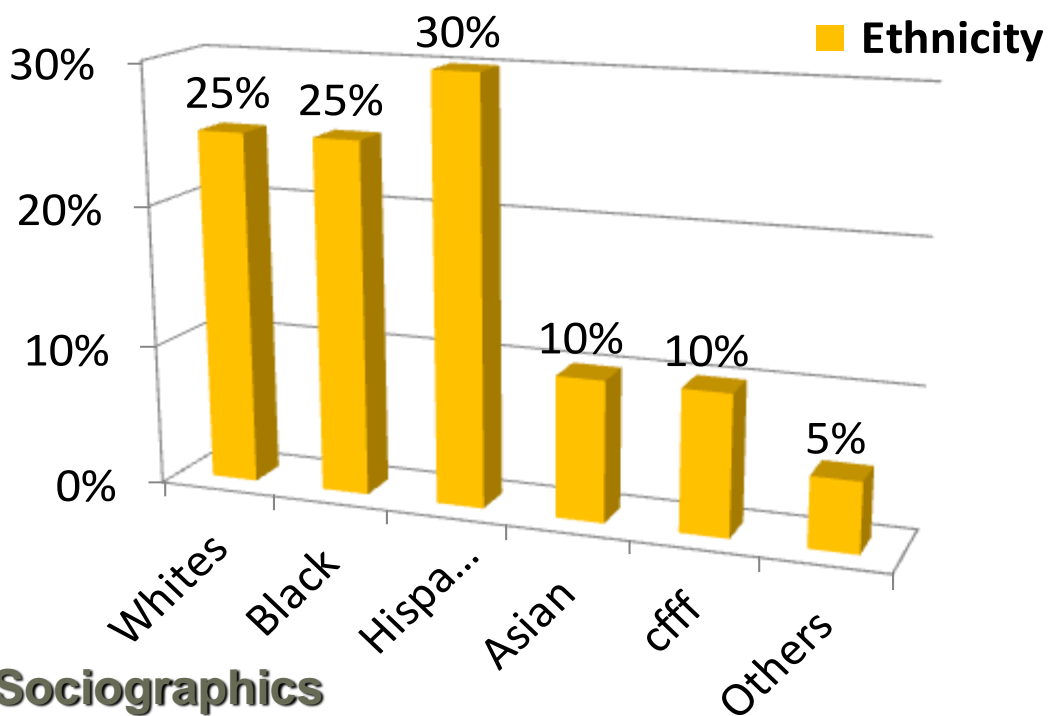
<https://www.facebook.com/DCET311640064/>

Benefiting DCET Literacy programs and Seniors going to college

Who comes to CINCO DE MAYO Festival



Demographics



Sociographics

Volunteer Opportunities



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



Festival Photos



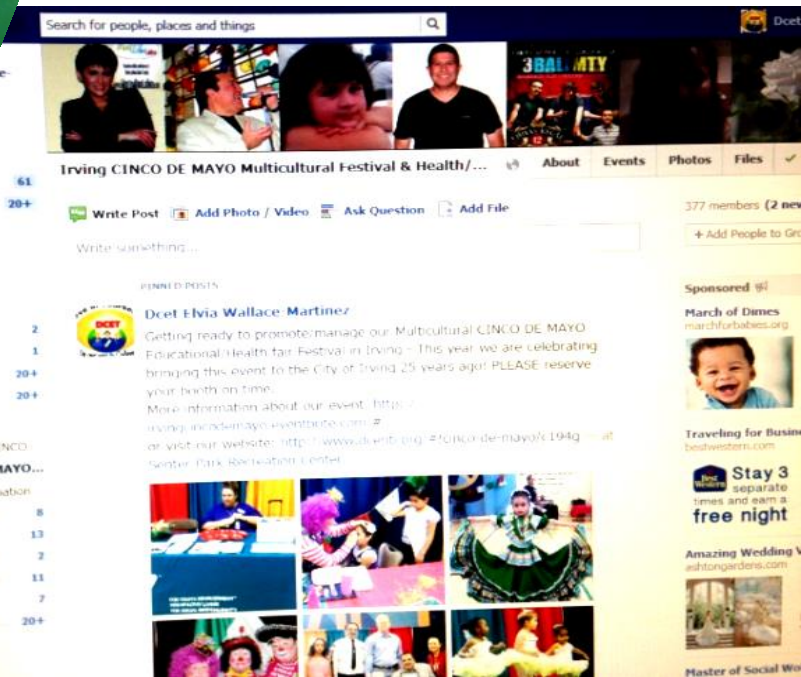
...and more Festival Photos



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

Parkland

Cinco de Mayo Multicultural Festival 2012

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





2012
CINCO DE MAYO
Multicultural Festival

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 elvia1@cityofirving.net

Sponsorship Levels

DIAMOND Sponsor (Branding/Marketing

Indoors and Outdoors (Up to two available): **\$5,000**

Space 20 X20 outdoors (bring your own branding) and 2 tables 10 x 10 and 4 chairs inside.

- Continental breakfast for 6 people
- Business name/logo on inside cover of souvenir program & name listed pg 14.
- 40 mentions on stage about being **Diamond 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
- Six 6 x 4 company banners at the event. (one will hang at Main stage)
- Certificate of Appreciation.
- 20 Social media posts on DCET's 3 Facebook pages & your logo will appear in our website for two years.
- Your logo will be shown in our Constant Contact e-newsletter twice

PREMIER honored PLATINUM HOST

(up to two available): **\$2,500**

- 2 tables (inside) 10 X10 and 4 chairs and Space 10 x 10 outdoors
- Continental breakfast for 4 people
- Business name/logo on inside cover of program & name listed pg 14.
- 20 mentions on stage about being **Premier 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.
- Three company banners at the event.
- Certificate of Appreciation
- 30 Social media posts on DCET's 3 Facebook page & your logo will appear in our website for two years.
- Your logo will be shown in our Constant Contact e-newsletter twice

Sponsorship Levels

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

- 3 tables 10 x 10 (indoors) & 2 chairs and continental breakfast for 4 people
- Business name/logo on inside cover of program & name listed in page 14
- 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)
- Two 6 x4 banners in the health/Kids area
- Certificate of Appreciation
- 10 Social media posts on DCET's 3 Facebook page
- Your logo will appear in our website for six months.
- Your logo will be shown in our Constant Contact e-newsletter one time

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 - (10 or more employees)

For Profit business

\$250.00 for booth only

Medium size Business Table only - (4-9 employees, or less)

For Profit business

\$150.00 for booth only

Small Business Table only - only (1-3 employees, or less)

For Profit business

\$75.00 for booth only

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

Handmade Arts/Crafts Vendor Table

\$45.00 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 only

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



North Lake College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT



Parkland



Liberty Mutual.



UnitedHealthcare®
Community Plan



PARKER™
UNIVERSITY
Chiropractic Wellness Clinics



Dignity®
MEMORIAL

∞ LIFE WELL CELEBRATED™ ∞



GIVING . GROWING . IRVING



CINCO de MAYO

Media/Marketing Partners

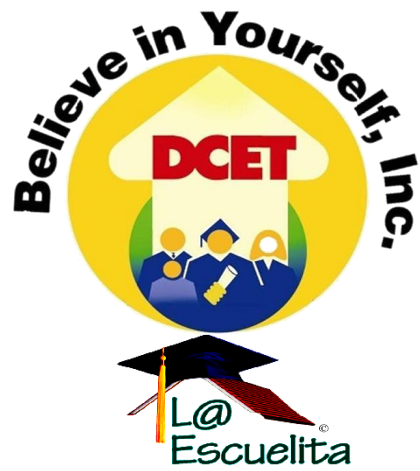


TV ICTN
interviewed
Ray Cerda,
**CINCO DE
MAYO,**
Event Chair
Multicultural
Festival
& Health
Educational
Fair



Irving **Rambler**

From:



**Gracias
Thank
you!**

