



Cinco de Mayo Festival

The Festival of the Friendly Cultures

SPONSORSHIP REQUEST

Dear Business Owner:

This is an invitation to connect with the Hispanic community through the 16th edition of the "5 de Mayo" Festival on Sunday May 7th in downtown Kennett Square, Pa. It is also a request for sponsorship of the Festival and our organization. We thank and appreciate your support. We are excited to share and continue our growth and community building strategy with **your organization**.

Casa Guanajuato is a cultural non-profit organization serving the Southern Chester County Hispanic community since 2003. We are well known as the organizers of Kennett Square's annual "5 de Mayo Festival," a one-day event that has drawn over fifteen thousand visitors making it one of the largest cultural festivals in the region. We are also pleased to announce that the Education Fair started last year was a resounding success with over 10 higher education institutions present and over 500 students and their families connecting with their representatives during the Festival/Fair.

A fundamental aspect of our new approach is strengthening our relationship and dialogue with key organizations in the region and to find new avenues of collaboration with businesses and non-profit organizations that can use the Festival as a vehicle to advance their business objectives within the community.

Therefore, we are asking you to consider participating and sponsoring the Festival. I am positive that **your organization** would find it to be an exciting opportunity, aligned with its objectives. Attached is a vendor form as well as the Sponsorship levels for your information and use. There is also a Fact Sheet about the Festival and a presentation that gives a flavor of the Festival and Fair.

If you would like to discuss further, please let me know. Thank you for your time and support,

Arturo Gomez-Rubio
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Jeanne Searer
Treasurer

Levels of Sponsorship – 2017

Casa Guanajuato Kennett Square

501 (c) (3) EIN is 26-1196055

Make checks payable to: **CASA GUANAJUATO**

PO Box 1279 Kennett Square, PA 19348

CASA GUANAJUATO KENNETT SQUARE is a non-profit 501 (c) (3) organization.

Donations could be Tax exemption for the donor. Consult your tax advisor.

Email: casaguanajuatoks@yahoo.com Web page: www.casagks.org

Habanero Sponsor: greater than \$2,000.



- Strategic coordination for Festival and other events.
- Exclusivity within Festival for Business segment.
- Possibility to invite Sponsor customers (up to 5) to Festival. – pre-arranged.
- Prominent Logo in our Street Banner or sponsor street banner.
- Open mic and participation in Stage program during the Festival – pre-arranged.
- Specific mention in our Press release.
- Logo in our Street Banner.
- All Piquin level benefits.

Piquín Sponsor: up to \$500-\$1,999.



- Possibility to invite Sponsor customers (up to 3, space only) to Festival.
- Logo in Festival flyers and Street level banners at Festival.
- Possibility to participate in Stage program during the Festival – pre-arranged.
- All Serrano level benefits.

Serrano Sponsor - up to \$300-\$499:



- Free vendor space at the Festival
- Mention and logo in Festival program
- All Jalapeno level benefits.

Jalapeno level Sponsor - \$150 to \$299



- Listed in the Festival Program. Link and Listed in Web page. Facebook, social media.
- Possibility to participate during Stage Program during the Festival.

Amigos of Casa Guanajuato - Less than \$150

- Link and Listed in Web page. Facebook, social media.

CINCO DE MAYO FESTIVAL

A COMMUNITY EVENT

Sunday, May 7, 2017

11AM to 5PM

DOWNTOWN KENNETT SQUARE