



Tally Fiesta, Inc.
Wilhelmina Square
1026 East Park Avenue
Tallahassee, Florida 32301

June 17, 2015

Dear Community Leader,

Plans are underway for the fourth annual celebration of Hispanic Heritage- Tally Fiesta 2015! This year's event will be held on **Saturday, October 17, 2015 from 1pm until 9pm at Kleman Plaza, Downtown Tallahassee.**

Please accept this letter as our formal request for your participation and financial support. Be a part of our growing festivities! An event of this magnitude requires planning, community leaders, volunteers and support; we know with your financial support we can double in size.

Founded in 2012, Tally Fiesta was established to bring the Hispanic families, businesses and organizations together to expose a network of resources and culture while celebrating Hispanic Heritage Month. As a non-profit organization, our core mission is to educate Northern Florida of the Hispanic/Latino cultures that exist through cultural performances, food, commerce and a "fiesta-style" celebration. Last year Tally Fiesta attracted well over 3,500 diverse individuals, Hispanic businesses and food vendors from Florida's panhandle.

Our committee would not know where to begin on the positive feedback we have received over the last three years. Our Spanish speaking families have shared their need for Spanish/bi-lingual resources and providers they can trust. We have received many thank you's on introductions of programs/resources from our Sponsors. This is why we come to you. Education works both ways, as an organization we do our best to teach and adhere to our communities needs. Furthermore, we hope your commitment will allow us to meet another mission of providing scholarships to graduating Hispanic/Latino students entering undergraduate school in the following fall.

We hope that you will join us in celebrating Hispanic/Latino culture as a sponsor this year. For your consideration, attached you will find our sponsorship package with respective benefits. Please note that in order to receive all of the benefits outlined in the attached document; we must receive your confirmation no later than **Friday, July 31, 2015.**

If you have any questions, please feel free to give me a call at (850) 980-0044 or send me an email at tallyfiesta@gmail.com.

Sinceramente,

Maria Jose Villavicencio

MariaJose Villavicencio
Tally Fiesta Inc. Founder & Chair



\$10,000.00 PRESENTING SPONSOR (only one available)

Your sponsorship will assist in obtaining headlining entertainment. The Hispanic/Latino population within the North Florida region is rapidly growing; your support will not only assist in attracting guests and entertainment, but unite the community and promote access to bi-lingual resources and programs.

- Recognition as the 2015 Presenting Sponsor supporting Hispanic Educational Performances & Live Entertainment!
- Prominent recognition on **all event** marketing materials leading up to and throughout the event:
 - Tally Fiesta 2015 Presented by *Company*
 - Press Release announcing sponsorship and support of Hispanic/Latino Community
 - Recognition on www.TallyFiesta.com
 - Special thanks as Power Sponsor on Social Media- Twitter & Facebook
 - Logo on 11x18 Event Posters (English & Spanish)
 - Recognition as Event Entertainment Sponsor on all 4x6 Entertainment Flyers (English & Spanish)
 - Logo on Print Media including regional/local newspapers Ad's
 - Logo or Mention on Tally Fiesta Billboards
 - Large Company Banner behind Entertainment/Performance Stage
 - Recognition as Power Sponsor or Entertainment sponsor on all Radio Announcements
 - Prominent on Program- (Day of the Event)
 - Prominent on Sponsorship Board- (Day of Event)
- VIP- Entertainment Tent (2-10x10 tents, Tables, & Chairs) with company access
- Selection of Company Vendor Location (10x10 space, 1-Table, & 2-Chairs included)
- Opportunity to address the audience day of the event
- Provide (5,000) company logo bags for all entering guests; may include small item
- Recognition on front cover of Children & Family Educational Activity: "Central and South American Passport" with opportunity to have activities station.
- Provide item/service for Tally Fiesta raffle
- Large Logo Recognition on the backside of Tally Fiesta 2015 T-Shirts. (up to 8 Shirts)
- Mention in Post-Event thank you's/print press releases etc.



\$8,000.00 MEDIA SPONSOR (POWER SPONSOR)

Tally Fiesta is seeking Media Company to assist with the marketing of the 2015 Tally Fiesta event held on October 17, 2015. Media sponsor will be given “powered by company name” following the Tally Fiesta name and presenting sponsor.

Terms: Sponsor will be permitted up to 70/30 ratio on in-kind services and required to provide a marketing plan breakdown of costs for Radio, Print Materials (Newspaper articles/Ad’s, Flyers, Posters, Billboards, Banners) Television PSA/Commercials and any other Marketing services to promote Tally Fiesta 2015. Partnerships with other media groups/entities will be consider before the Tally Fiesta committee. .

- Prominent Recognition on **all event** marketing materials leading up to and throughout the event:
 - Logo- Large on www.TallyFiesta.com
 - Logo & Mention on Social Media Accounts: Twitter & Facebook
 - Logo & Mention on Distributed 11x18 Event Posters (English & Spanish)
 - Logo & Mention on Event Entertainment 4x6 Flyers (English & Spanish)
 - Logo on Print Media including regional/local newspapers Ad’s
 - Logo or Mention on Billboards
 - Logo on Banner behind Entertainment/Performance Stage
 - Mention during Radio Advertisement/Announcements
 - Logo on the Program- (Day of the Event)
 - Prominent on Sponsorship Board- (Day of Event)
- Selection of Vendor Location (10x10 tent, 1-Table, & 2-Chairs included)
- Opportunity to conduct interviews/produce unique story on Tally Fiesta/Hispanic Heritage
- Opportunity to address the audience day of the event
- Provide (5,000) company logo items for distributed event bags
- Recognition on back cover of Children & Family Educational Activity: “Central and South American Passport” with opportunity to have activities station.
- Provide item/service for Tally Fiesta raffle
- Large Logo Recognition on the backside of Tally Fiesta 2015 T-Shirts. (up to six shirts)
- Mention in Post-Event thank you’s/print press releases etc.



\$5,000.00 FIESTA SPONSOR

This sponsor must have the strong desire to assist the organization educate the surrounding community on Hispanic/Latino Culture. Your sponsorship will assist attending children and families learn about Central and South American Countries with a passport-like activity promoting bi-lingual activities and resources.

- Logo/Recognition/Mention as Fiesta (Kid Zone) Sponsor!
- Prominent recognition on event marketing materials leading up to and throughout the event*
 - Logo on www.TallyFiesta.com
 - Logo & Mention on Social Media- Twitter & Facebook
 - Logo on Distributed 11x18 Event Posters (English & Spanish)
 - Logo on Print Media including regional/local newspapers Ad's
 - Logo or Mention on Tally Fiesta Billboards
 - Company banner over Kid Zone area
 - Mention as Kid Zone sponsor on all family friendly media announcements and Community Calendars
 - On the Program- (Day of the Event)
 - Prominent on Sponsorship Board- (Day of Event)
- Official Kid Zone Sponsor! Give children and families the opportunity to travel around the festival with their very own Central and South American Passport. Activities will commence in Kids Zone and go throughout event (participating vendors).
- Opportunity to address the audience day of the event
- Provide item/service for Tally Fiesta raffle
- Provide (5,000) company logo items for distributed event bags
- Selection of Vendor Location (10x10 tent, 1-Table, & 2-Chairs included)
- Large Logo Recognition on the backside of Tally Fiesta 2015 T-Shirts. (up to four Shirts)
- Mention in Post-Event thank you's/print press releases etc.



\$3,000 GOLD/ORO SPONSOR

- Logo recognition on 11x18 posters (English & Spanish) leading to event*
- Logo on Gold Sponsor banner behind Entertainment stage
- Provide item/service for Tally Fiesta raffle
- Logo recognition on www.TallyFiesta.com
- Pre-selection of Vendor Location (10x10 tent, table, 2 chairs included)
- Recognition inside Children & Family Educational Activity: “Central and South American Passport”
- On the Program- (Day of the Event)
- Medium sized logo on sponsorship board- (Day of Event)
- Medium sized logo on event T-shirts (back only)
- Up to three Tally Fiesta 2015 T-Shirts

\$1,500 SILVER/PLATA SPONSOR

- Logo Recognition on www.TallyFiesta.com
- Vendor Booth (10x10 tent, table and 2 chairs included)
- Recognition inside Children & Family Educational Activity: “Central and South American Passport”
- Logo recognition as sponsor in event program- (Day of the Event)
- Logo on sponsorship board- (Day of Event)
- Logo on event T-shirts (back)
- Two Tally Fiesta 2015 T-Shirts

\$500 BRONZE/BRONCE SPONSOR

- Vendor Booth (10x10 tent, table and 2 chairs included)
- Listed as sponsor in event program- (Day of the Event)
- Listed on sponsorship board- (Day of Event)
- Mention on Tally Fiesta T-shirts (back)
- One Tally Fiesta 2015 T-Shirts

\$ _____ SMALLER CONTRIBUTIONS

- I would like to make a small donation to Tally Fiesta, Inc. I understand I may or may not receive advertisement/publication for my donation.



Sponsorship Form/Forma de Patrocinio

Contact Person: _____

Company/Channel Name: _____

E-mail: _____ Phone: _____

Address: _____

(Street Address)

(City)

(State)

(Zip)

Please select all that apply:

- | | |
|---|--|
| <input type="checkbox"/> \$10,000 Presenting Sponsor | <input type="checkbox"/> Interested in participating in Kid's Passport Activity |
| <input type="checkbox"/> \$8,000 Media Sponsor | <input type="checkbox"/> DO NOT wish to have a vendor booth the day of event |
| <input type="checkbox"/> \$5,000 Fiesta Sponsor | <input type="checkbox"/> No thank you, we have our own company 10x10 tent |
| <input type="checkbox"/> \$3,000 Gold/Oro Sponsor | <input type="checkbox"/> We wish to provide 5000 company items for bag distribution
(Due by Monday, October 12, 2015 5pm) |
| <input type="checkbox"/> \$1,500 Silver/Plata Sponsor | <input type="checkbox"/> We will need access to electricity day of event |
| <input type="checkbox"/> \$500 Bronze/Bronce Sponsor | Shirt Sizes: __Sm __Med __Lrg __XLrg __XXLrg |
| <input type="checkbox"/> Less than \$500 | Enclosed Amount: \$ _____ |

Please make check payable to: **Tally Fiesta, Inc.**

Mail form along with the check **by Friday July 31, 2015** to:

Tally Fiesta, Inc.
Wilhelmina Square
1026 East Park Avenue
Tallahassee, Florida 32301

Please email high resolution company logo to tallyfiesta@gmail.com, no later than **Friday, July 31, 2015**

Gracias por su Apoyo!! We look forward to seeing on October 17, 2015