

Feria de Sur Tucson

Illuminando Las Calles



The City of South Tucson 'Feria' Committee would like to thank you for the opportunity to present this proposal to you, with the purpose of meeting with you at your earliest convenience to discuss this fund-raiser, *Feria de Sur Tucson*. This family event is going to be held within the *Cyclovia Tucson schedule*. Cyclovia means the temporary closure of a network of streets so that they become "open" to the people, where anyone can bike, walk, skate and participate in fun, free activities.

Feria de Sur Tucson is set for Sunday, April 6, 2014, from 12 Noon to 7:00 p.m. We expect over 20,000 people from all over Tucson and throughout Arizona. Planned, are Local artisans, folkloricos, dancing in the streets, food and other Vendors. They will be hosting a huge variety of entertainment, including many musical groups. A Car Show and a Children's Carnival are also planned.

The City of South Tucson's desire is to provide vital services to the community while maintaining a thriving and productive neighborhood that supports education, cultural tradition, self-sufficiency and workforce opportunities. The strategy is to use proceeds from this event to benefit community enrichment, and educational opportunities. This city event's funds would be directly allocated to the following:

- Elderly Programs
- City of South Tucson Youth Programs
- Education Scholarships

We ask that you consider becoming a sponsor to help us with this event. Enclosed you will find detailed information, non profit status and levels of sponsorship for your participation. I hope that you will join us in this wonderful family event while giving your business great exposure. We look forward to your partnership!

If additional information is needed, please contact me at 520-207-8836 or at r.nenninger@cox.net. To find out more about Cyclovia Tucson, visit www.cycloviatucson.org.

Sincerely,
Rose Julia Nenninger

Public Relations

cc: File.
Enclosures

History and Purpose of Event

What is Feria de Sur Tucson?

Feria de Sur Tucson is a family event whose vision is community enrichment. It's an annual street fair in conjunction with the Cyclovia Tucson programming. The event gathering is planned to take place in the main area of South Tucson, along South 4th Avenue, from 32nd Street to 29th Street. The setting is dynamic and rich with diverse cultures which give value and tradition to its community.

What Would Your Sponsorship Support?

Proceeds from Feria de Sur Tucson will help fund a wide variety of community needs and programs:

- ◆ Scholarships
- ◆ Youth and Elderly programs

Entertainment Headliners:

- ▶ Live concerts, dancing, and entertainment from some of Tucson's finest talented groups
- ▶ This exciting street fair is planned for April and begins with a blessing from one of our church's Clergy and/or spiritual blessing.
- ▶ A Carnival is planned for children of all ages.
- ▶ Booths will border the street with vendors consisting of arts and crafts, food, information, and merchandise displays and products.
- ▶ Lastly, a beautifully displayed classic Car Show.



SPONSORSHIP PACKAGES

DIAMOND LEVEL SPONSOR - \$20,000 (Net) - You will receive:

- Logo, Banner /Signage Display
- Inclusion in All generated Advertising and Promotions
- Inclusion in Print Mediums: Poster, Flyer and Program
- Unlimited Live Mentions throughout event
- Opportunity for Merchandise Advertising as available
- Booth (10x10) Participation

RUBY LEVEL SPONSOR - \$10,000 (Net) - You will receive:

- Banner, Name and/or Logo Display
- Inclusion in equivalent generated Advertising and Promotions
- Inclusion in Print Mediums: Poster, Flyer and Program
- Many Live Mentions throughout event
- Booth (10x10) Participation

EMERALD LEVEL SPONSOR BENEFITS - \$5,000 (Net) – You will receive:

- Banner display in designated Area
- Listed Name in Poster and Sponsor Section of Event Program
- Some Live Mentions at event
- Vending Space Participation

IN-KIND and/or CONTRIBUTING BENEFITS (Net) - You will receive:

- 1 Banner display in designated Area
- Listing in the Sponsor Section of Event Program
- Vending Space Participation

We can customize Sponsorship Packages to Meet Your Individual Needs

(Table, Chairs, and Tents not provided, **unless** otherwise specified)

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.

