

Board of Directors

Ramon Trujillo
Silvia Mills
Guillermo Ortiz
Cindy Trujillo
Aaron Stevens

Loreli López
Nathaniel Waters
Michael Waddell
Norma Garza
Armando Garza



Dear Sponsor;

The **CINCO DE MAYO FIESTA INC.**, in partnership with **LULAC** (League of United Latin American Citizens) COUNCIL #16001 is presenting its 18th annual Shreveport/ Bossier City **CINCO DE MAYO FIESTA** celebration on **May 2, 2015**. The **CINCO DE MAYO FIESTA** will bring a full day of fun and excitement to the Shreveport Downtown Festival Plaza. Thanks to the support provided by City of Shreveport Parks & Recreation, the business community, local organizations, and individuals, our festival will attract attendance from the surrounding communities in the Ark-La-Tex.

There are many benefits associated with being a sponsor of the **CINCO DE MAYO FIESTA**. Not only will sponsors receive publicity and media exposure, but the festival will provide an opportunity to interface with a diverse and rapidly growing segment of the community. Our festival objectives are to raise funds for the LULAC Educational Scholarship program, our Latino Youth Leadership Program known as “La Cima” which stands for “The Summit,” and the Hispanic Resource Center, a collaboration project with Bossier Parish Community College.

We are pleased to announce that up to this year we have awarded over \$101,000 in educational scholarships. Scholarships are available annually to qualified students throughout the Ark-La-Tex. Education and economic opportunities are the keys to becoming a contributing member of our society, and LULAC, Shreveport-Bossier Cinco de Mayo, Inc., and La Cima are assisting Hispanic students in achieving these goals.

We are enclosing a CINCO DE MAYO FIESTA sponsorship packet for your consideration. We have established February 28, 2015 as a Sponsorship Commitment Date and we are requesting you contact us as soon as possible to let us know if you wish to be included in our printed advertising media as sponsors. Please fill out and return the Sponsorship Pledge Letter attached and we will invoice your organization.

If you have any questions, require additional details, or would like to meet personally to discuss your company’s participation in this diverse festival, contact Guillermo “Willie” Ortiz directly at (318) 734-7062 or send email to jibaro@earthlink.net. Thank you in advance for your consideration and support of a very valuable fundraiser.

Sincerely,

Ramon Trujillo
President – Shreveport-Bossier Cinco de Mayo, Inc.

Guillermo “Willie” Ortiz-Cáceres
VP & Chairperson – Shreveport-Bossier Cinco de Mayo, Inc.



PAST AND PRESENT SPONSORS

Alpha Omega Cleaning
 AT&T
 Louisiana Bicentennial Grant
 Bella's Hair Salon
 Black Hawk Concrete Construction
 Boomtown Casino
 Boone Funeral Home
 Brookshire's Grocery
 Chase Bank
 Chevyland
 Colliers Custom Classics
 Community Renewal
 Community Trust Bank
 Diamond Jacks Casino
 Direct General Insurance
 Downtown Shreveport Unlimited
 Eagle Distributing
 Glazers

Harvest Fresh Juice
 Immigrant Relief Center
 KSLA News – Channel 12
 KMSS – Fox 33
 Landers Dodge, Jeep and Chrysler
 Lee Crews Electric
 Metro PCS
 Mexican Curios
 My45 – Conexión Latina
 Nurse Care of Shreveport
 Ocean Dental
 Ouachita Independent Bank
 Paragon Press
 Pet Smart
 Ribbons and Rubys
 ShaRelle Studios Photography
 Shreveport Bossier Convention and
 Visitors Bureau

Shreveport Chamber of Commerce
 Business Development Council
 Shreveport Federal Credit Union
 Shreveport Regional Arts Council
 Sisters Network
 Smart Health Care
 SWEPCO
 The Radio Group
 The Zookeeper
 Trejo's Mexican Restaurant
 UAW Local
 United Health Care
 USAgencies
 Woodmen of the World
 Vita Latina Magazine
 Youngblood and Hodges
 Zoo Keepers



P.O. Box 5042 • Bossier City • Louisiana • 71171-5042 • (318) 734-7062 • www.louisianalulac.org



SPONSORSHIP LEVELS AND INCLUSIONS

PLATINUM LEVEL - \$5,000

The Platinum Level Sponsor will receive the following benefits:

- Your company banners, signs and posters displayed throughout the ENTERTAINMENT AREA. (One 4' x 20' banner and 22" x 28" posters.)
- Your company banner on the Main Entertainment Stage.
- Your company name/logo will be listed at the top of all advertising; logo will be highlighted on festival marketing efforts (i.e. festival brochure, flyers, news releases and your banner throughout the festival site).
- Free booth with covered tent space of 10x10 at Fiesta

GOLD LEVEL - \$2,500

The Gold Level Sponsor will receive the following benefits:

- Your company banners, signs and posters displayed throughout the FOOD AREA and ARTS and CRAFTS AREA. (Two 3' x 10' Banners, a sign, and 22" x 28" posters.)
- Your company name/logo will be listed in all advertising; logo will be highlighted on festival marketing efforts (i.e. festival brochure, flyers, news releases and signboards throughout the festival site).
- Free booth with covered tent space of 10x10 at Fiesta

SILVER LEVEL - \$1,000

The Silver Level Sponsor will receive the following benefits:

- Your company banner and a sign at the entrance of the CHILDREN'S AREA or the RETAIL AREA. (One 3' x 10' Banner.)
- Listed in advertising and on festival marketing efforts (i.e. festival brochure, flyers and news releases).
- Free booth with covered tent space of 10x10 at Fiesta

AMIGOS DE LA FIESTA - \$500 or LESS

The Amigos De La Fiesta Sponsor will receive the following benefits:

- Listed in advertising and marketing efforts (i.e. festival brochure, flyers and news releases).

-OR- LULAC SCHOLARSHIP DONATION \$100 \$250 \$500 Other \$ _____

Services or products may be considered in lieu of monetary sponsorship for corporate sponsorships for the Fiesta. Please make checks payable to Shreveport-Bossier Cinco de Mayo, Inc. Your sponsorship/donations are tax deductible, as Cinco de Mayo Inc. is a 501(C)3 non-profit organization. Please review deadline requirements in the pledge letter below. Thank you for your generosity.



SPONSORSHIP PLEDGE INTENT LETTER

FROM: _____

PHONE: _____

TO: CINCO DE MAYO, INC
PO BOX 5042
BOSSIER CITY, LA

I _____ representing _____
(Organization's Representative, print full name) (Sponsor Organization)

pledge to support Cinco de Mayo, Inc. with

Circle one

- A. the specific amount of \$_____ or and in-kind donation valued at \$_____
- B. or have yet to determine an amount at this time but will contact Cinco de Mayo, Inc. before the deadline date established below for advertising purposes.

I understand that an invoice will be sent to my business address above and that my organization will support the Festival with the pledged amount by February 28, 2015, if possible. If not, Cinco de Mayo, Inc. cannot guarantee that my sponsorship will be in the printed media as intended in the sponsorship level.

Signature and date