**H i s p a n i c H e r i t a g e Day**

Alianza Latina

*El Centro Hispano* / *Hispanic Resource Center* / *Neighbors Link* / *United Community Center*

June 4, 2014

Dear Friends:

Westchester County’s Annual Hispanic Heritage Day has become one of the summer’s biggest festival draws. The all-day event attracts thousands of people in the growing Hispanic community as well as the community at large.

Alianza Latina hopes you will take advantage of this opportunity to get involved in this year’s event, which will be held on Sunday, July 20th at the Kensico Dam in Valhalla. In past years this event has attracted close to 15,000 people – and we expect to get an even more impressive turnout this year. Activities will include folkloric entertainment, children’s activities, international cuisine from Spanish-speaking countries, and arts and crafts. In addition, not-for-profit organizations such as social service agencies, educational institutions, and governmental departments will be invited to bring information about their services.

This project can only succeed with the sponsorship and donations of our highly valued community partners. We are writing to you in hopes that you will consider our endeavor worthwhile and help underwrite the costs involved (over $25,000) as well as support initiatives benefiting the Hispanic community. Your participation will be recognized very publicly, as more fully described in the sponsorship and donation levels below.

**Sponsorship and Donation Levels**

|  |  |  |  |
| --- | --- | --- | --- |
| **Padrinos** |  | $4,000.00 | Your name will be prominently displayed at the event and in all promotional materials distributed. In addition your company will have the opportunity to display your banner on the stage, set up a table in the main tent showcasing your company’s products and/or services. You will also have a choice of premium location. |
| **Tios/Tias** | Uncles/Aunts | $3,000.00 | Your company will have a table set up in the main tent giving you the opportunity to show case your company’s products and/or services. You will also have a choice of premium location. |
| **Vendedor(a) Coorporativo** | Corporate Vendor | $1,350.00 | You will have premium location. |
| **Vendedor(a) de Comida** | Food Vendor | $550 | Booth locations are assigned on a first come, first serve basis. |
| **Vendedor(a) General** | General Vendor | $175 | Booth locations are assigned on a first come, first serve basis. |
| **Amigos** | Friends | $\_\_\_\_ | You will receive a free signature T-shirt with a donation of at least $30. |

We hope to be able to count on your support. Please call me at **(914) 630-1829** if you have any questions about the event or types of sponsorship and donations. Otherwise, we will contact you within the next few weeks to discuss your participation level at this event. We look forward to including you in this year’s Hispanic Heritage Day Festival and to your participation in this great event.

Sincerely,

Belia Gomez-Tagle

Event Coordinator