



March 1, 2020

Dear Community Partner,

La Alianza De Hayward is a non-profit community based group committed to cultural events via civic duty. La Alianza has been hosting the Cinco De Mayo Celebration in Downtown Hayward for the past 37 years.

This year, the celebration will showcase the very best of Bay Area's Mexican and Latino cultures, with a diverse array of foods, music, dance, and artistry for the entire family to enjoy.

We are looking forward to hosting the 38th annual event, and we are aiming to raise \$40,000. All proceeds raised will benefit the Cesar E. Chavez Community Commons space in our new Downtown Hayward Public Library.

There are 4 levels of Sponsorships available, please see details below and select the level that you are interested in. La Alianza is a non profit and therefore, a tax deductible letter will be provided upon request.

Level 1 - Padrino/Madrina \$2,500

- ***Your company name will be recognized as the stage sponsor***
 - We will promote your company as an event's sponsor
- Your company logo will appear on communication flyers which includes social media platforms such as Facebook and Instagram along with our website www.laalianzadehayward.com
 - Your company logo will be featured on the banner

Level 2 - Compadre/Comadre \$1,000

- We will promote your company as an event's sponsor
- Your company logo will appear on communication flyers which includes social media platforms such as Facebook and Instagram along with our website www.laalianzadehayward.com
 - Your company logo will be featured on the banner

HAYWARD CINCO DE MAYO FESTIVAL SATURDAY, MAY 2, 2020 – 10:00 A.M. TO 5:30 P.M.

www.laalianzadehayward.com

Level 3 - Amigo(a) \$500

- Your company logo will appear on communication flyers which includes social media platforms such as Facebook and Instagram along with our website www.laalianzadehayward.com
 - Your company logo will be featured on the banner

Level 4 - Conocido(a) \$499 & under

- You will be recognized on social media and listed on our website as a contributor

If you are interested in sponsoring the 38th Annual Cinco De Mayo Celebration, please contact Elisa Márquez by email: elisaforhayward@gmail.com or by phone: (510) 910-3833 or Francisco Zermeño by email: machetez@sbcglobal.net or by phone: (510) 732-2746. Help us continue the tradition of Celebrating Cinco De Mayo, along with raising funds for the Cesar E. Chavez Community Commons space in our new Downtown Hayward Public Library.

We appreciate your time and your contribution. This event wouldn't be possible without your generosity!

Sincerely,

La Alianza Board Members

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