

*Fiestas
de las
Américas
March 27, 2022*

*On the grounds of the
beautiful*



Presented by



THE PETE C. GARCIA
VICTORIA
FOUNDATION

*In Partnership with
The Arizona Coyotes*





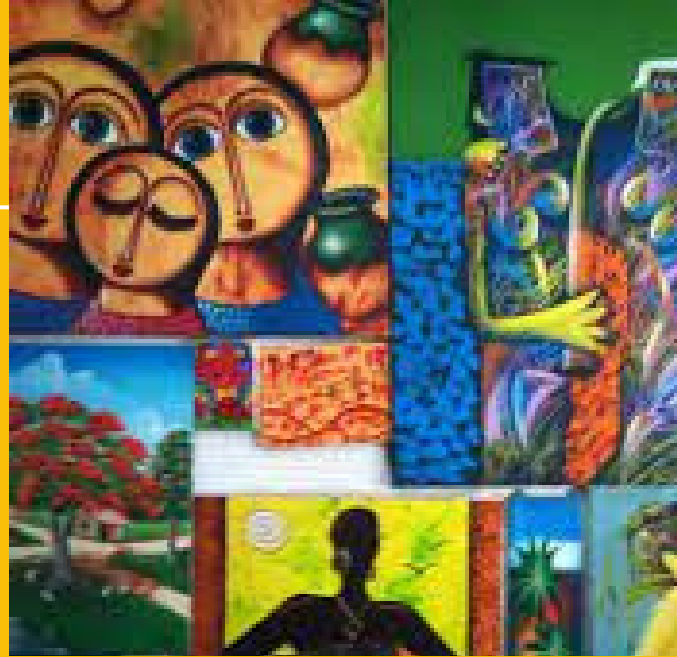
*Fiestas
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The Pete C. Garcia Victoria Foundation

We are the Pete C. Garcia Victoria Foundation. A 501 c 3 nonprofit in Phoenix, Arizona. The Pete C. Garcia Victoria Foundation is proud to be the first Community Development Foundation to focus on the Latina/Latino Community and the Latin Americas.

The Foundation provides micro-grants to local organizations that improve the status of Latinos in Arizona through:

- Affordable Housing / Economic Development
- Education / Scholarships
- Arts & Culture
- International Exchange / Faith-Based Activities
- The Development of the first-ever Latino small-nonprofit incubator
- An array of Donor-Advised Funds targeting the Latino Community as a means of increasing Latino Philanthropy



Fiestas de las Américas

Welcome to Fiestas De Las Américas! A family-friendly street festival celebrating the Latin Americas and Latino Arizona. The festival begins with a colorful, parade of flags featuring many Latin American countries, followed by a half-day schedule of stage entertainment including dance, arts, traditional clothing, foods, and live music. Other activities include a business vendor corridor, an artist market, a children's art zone, a Cultural Fashion Show, and the spectacular Corona Ranch Mexican Rodeo!

Our Goal: To provide a Latino cultural heritage experience in an outdoor, fun-filled setting

Our Audience: Families, business vendors, Spanish speakers, school and civic groups, and sports fans

Attendance: 5,000+

Our Outreach: 250,000. Social Media; TV, Radio/Print Media: English/Spanish

There are many opportunities to expand your brand in this inaugural event! As a Corporate or donating Sponsor, your business can engage with the diverse and growing Hispanic market while supporting the 501 c 3 Victoria Foundation. Proceeds of the event will go to the Pete C. Garcia, Victoria Foundation.



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Join Us!

SPONSORSHIP OPPORTUNITIES

COMMUNITY/CIVIC AND BRAND AWARENESS

Your company logo and link will be featured on the Fiestas de las Américas webpage and be included on all event marketing outreach such as:

Stage Banner / T-shirts / Posters / Social Media / Live Stream Events / On stage MC Recognition / Speaking Opportunities / Option for Presenter Naming rights of FDLA Designated Areas / Arts & Education area / -Main Stage / Parade of Flags / VIP area / Corona Ranch Mexican Rodeo

INCREASE YOUR COMMUNITY OUTREACH AND MARKETING

- Your company featured in a booth allowing interaction with attendees
- Presenting the festival as a Grand Marshall in the Corona Mexican Rodeo
- Lead the entrance of the Latin Americas Parade of Flags
- Passes for FDLA “VIP Experience”
- Coordination of volunteer opportunities for employee engagement
- Representation on festival planning committees

STRATEGIC INVESTMENT

Know that your donation dollars are supporting the essential work of the Pete C. Garcia Victoria Foundation. The Pete C. Garcia Victoria Foundation is a Community Development Foundation focusing on the Latina/Latino Community of Arizona and the Latin Americas. The Foundation provides micro-grants to local organizations that improve the status of Latinos in Arizona!



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Join Us!

FIESTA PRESENTING SPONSOR

\$50,000

- Prominent Logo and link on Fiestas de las Américas's Web page
- Event Marketing with Logo Recognition on: Stage Banner/ T-shirts / Posters / Social Media / Live Streams
- Corporate swag included in VIP Experience
- Grand Marshall of the Festival, riding horseback during the Corona Ranch Mexican Rodeo and Festival intro
- On stage MC Recognition and Speaking Opportunities (5)
- Exclusive opportunity for Presenter Naming rights of FDLA Designated Areas: Stage / Kid's Zone / Fashion Show /Parade of Flags / Corona Ranch Mexican Rodeo
- Choice Placement in FDLA Parade
- Direct Marketing booths (Two 10 X 20s)
- VIP Experience Access (50)
- Corona Ranch Mexican Rodeo Access (50)
- Coordination of volunteer opportunities for employee engagement representation on planning committees
- Your Team of three to participate in the "Bloomers on The Calf" contest during the Corona Rodeo
- Photo Shoot with an Arizona Coyote Player Alum
- A slapshot with the Arizona Coyotes
- Opportunity to be featured in pre- PR radio and TV and Social Media Videos as presented to the public
- First right of refusal for 2023 Fiesta Presenting Partner Sponsorship



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FIESTA PREMIER SPONSOR

\$25,000

- Prominent Logo and link on Fiestas de las Américas's Web page
- Event Marketing with Logo Recognition on: Stage Banner/ T-shirts / Posters / Social Media / Live Stream Events
- Corporate swag included in VIP Experience
- On stage MC Recognition and Speaking Opportunities (3)
- Lead the Parade of Flags during the Corona Ranch Mexican Rodeo and Festival intro
- Opportunity for Premier Naming rights of FDLA Designated Areas: Stage / Kid's Zone / Fashion Show / Parade of Flags
- Choice Placement in FDLA Parade
- Direct Marketing booth (one 10 x 20)
- VIP Experience Access (25)
- Corona Ranch Mexican Rodeo Access (25)
- Coordination of volunteer opportunities for employee engagement/representation on planning committees
- Your Team of three to participate in the "Bloomers on The Calf" contest during the Corona Rodeo
- Photo Shoot with an Arizona Coyote Player Alum
- A slapshot with the Arizona Coyotes
- First right of refusal for 2025 Fiesta Premier Partner sponsorship



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FIESTA GRANDE PARTNER

\$15,000

- Logo and link on Fiestas De las America's Web page
- Event Marketing with Logo Recognition on Stage Banner | T-shirts | Posters | Social Media | Live Stream Events
- Corporate swag included in VIP Experience
- On stage MC Recognition and Speaking Opportunities (1)
- Opportunity for Partner Naming rights of FDLA Designate Areas: Stage / Kid's Zone / Fashion Show / Parade of Flags / Corona Ranch Mexican Rodeo
- Preferred Placement in FDLA Parade of Flags
- Direct Marketing booth (one 10 x 10)
- VIP Experience Access (15)
- Corona Ranch Mexican Rodeo Access (15)
- Coordination of volunteer opportunities for employee engagement/representation on planning committees
- Your Team of three to participate in the "Goat Milking" contest during the Corona Rodeo
- Photo Shoot with an Arizona Coyote Player Alum
- A slapshot with the Arizona Coyotes
- First right of refusal for 2025 Fiesta Grande Partner sponsorship



Fiestas de las Américas

Join Us!

FIESTA FELIZ PARTNER

\$10,000

- Logo recognition on Fiestas De Las America's Web page
- Logo on Marketing: Social Media, Posters and T-Shirt
- Corporate swag included in VIP Experience
- FDLA Parade of Flags Entry
- Direct Marketing booth (one 10 x 10)
- VIP Experience Access (4)
- Corona Ranch Mexican Rodeo Access (4)
- Your Team of three to participate in the "Goat Milking" contest during the Corona Rodeo
- Coordination of volunteer opportunities for employee engagement
- Photo Shoot with an Arizona Coyote Player Alum
- A slapshot with the Arizona Coyotes

FIESTA AMIGO PARTNER

\$5,000

- Logo recognition on Fiestas De Las America's Web page
- Logo on Marketing, Social Media, Posters, and T-Shirt
- Corporate swag included in VIP Experience
- FDLA Parade of Flags Entry
- Direct Marketing booth (one 10 x 10)
- VIP Experience Access (2)
- Corona Ranch Mexican Rodeo Access (2)
- A slapshot with the Arizona Coyotes

Fiestas de las Américas

*Thank you for your support!
We look forward to growing with you.*

Dr. Loui Olivas
PRESIDENT

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