

Fiestas de las Américas

March 5, 2023

Presented by



THE PETE C. GARCIA
VICTORIA
FOUNDATION

In Partnership with



CHICANOS
POR LA CAUSA



UNIVISION ARIZONA
CONTIGO

*On the grounds of the
beautiful*





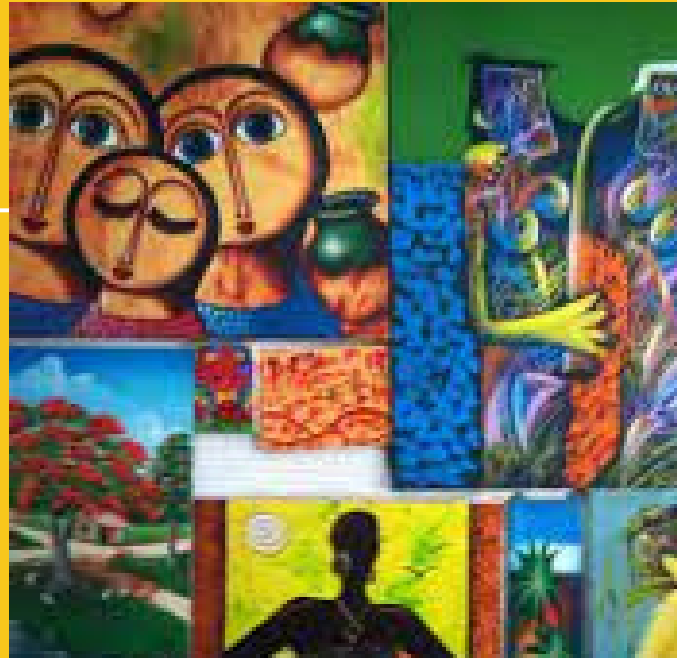
*Fiestas
de las
Américas*

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.

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 2022

Welcome to Fiestas De Las Américas! A family-friendly 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 and a Cultural Fashion Show.

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: 3,000+ All ages
Entrance Donation: Adults \$10, Children under 12 free
Our Outreach: 250,000. Social Media; TV, Radio/Print Media: English/Spanish

There are many opportunities to expand your brand in this 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.



*Fiestas
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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

INCREASE YOUR COMMUNITY OUTREACH AND MARKETING

- Your company featured in a booth(s) allowing interaction with attendees
- Presenting the festival as a Grand Marshall or participating in 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. 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 Parade of Flgs
- 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
- Presenting Sponsor placement in the Parade of Flags
- Direct Marketing booths (Two 10 X 20s)
- VIP Experience Passes (50)
- Coordination of volunteer opportunities for employee engagement representation on planning committees
- Photo Shoot with an Arizona Coyote Player Alum
- A slapshot with an Arizona Coyotes Alum
- Opportunity to be featured in pre- PR radio and TV and Social Media Videos as presented to the public
- First right of refusal for 2024 Fiesta Presenting Partner Sponsorship



Fiestas de las Américas

Join Us!

FIESTA PREMIER SPONSOR

\$25,000

- Prominent Logo and link on Fiestas de las América's Web page
- Event Marketing with Logo Recognition on: StageBanner/T-shirts/Posters/Social Media/Live Stream Events
- Corporate swag included in VIP Experience
- On stage MC Recognition and Speaking Opportunities (3)
- Premier Sponsor placement within the Parade of Flags
- Opportunity for Premier Naming rights of FDLA Designated Areas: Stage / Kid's Zone / Fashion Show Parade of Flags
- Direct Marketing booth (one 10 x 20)
- VIP Experience Passes (25)
- Coordination of volunteer opportunities for employee engagement/representation on planning committees
- Photo Shoot with an Arizona Coyote Player Alum
- A slapshot with an Arizona Coyotes Alum
- First right of refusal for 2024 Fiesta Premier Partner sponsorship



Fiestas de las Américas

Join Us!

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
- Grande Partner Sponsor placement in the Parade of Flags
- Direct Marketing booth (one 10 x 10)
- VIP Experience Passes (15)
- Coordination of volunteer opportunities for employee engagement/representation on planning committees
- Photo Shoot with an Arizona Coyote Player Alum
- A slapshot with an Arizona Coyotes Alum
- First right of refusal for 2024 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
- Feliz Partner sponsor placement in the Parade of Flags
- Direct Marketing booth (one 10 x 10)
- VIP Experience Passes (4)
- Coordination of volunteer opportunities for employee engagement
- Photo Shoot with an Arizona Coyote Player Alum
- A slapshot with an Arizona Coyotes Alum

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
- Amigo Sponsor placement in the Parade of Flags
- Direct Marketing booth (one 10 x 10)
- VIP Experience Passes (2)
- A slapshot with an Arizona Coyotes Alum

Fiestas de las Américas

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

Dr. Loui Olivas
PRESIDENT

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