



WHEN

Saturday & Sunday
April 25 & 26, 2020
NOON to 11 p.m.

WHERE

1135 Mission Road
Por Vida Academy Campus

2020 SPONSORSHIP PACKET

WWW.TASTEOTHSOUTHSIDE.ORG

FREE EVENT

ART • MUSIC • FOOD

FUN FOR THE ENTIRE FAMILY

“MICHELADA MATCH”

Saturday, April 25, 2020

LOCAL Bars & Restaurants Compete
For The Title
(2019 Champion—Frankie Diablos)
Runner Up—Nichas Restaurant

MUSIC BY

- ERIK Y SU GRUPO MASORE
- TROPA ESTRELLA
- CESAR K-OSO
- MONICA SALDIVAR
- MIGUEL HERNANDEZ
- JOURNEY TRIBUTE BAND

BENEFITING

Mission Up! and
Por Vida Academy



Porvidaacademy.org

OUR PURPOSE – More Than Just A Festival...

It's no secret San Antonio has a large number of students who don't stay in high school to graduate. Without attending school and without a high school diploma, these youths and teens are often left hanging over a precipice — in danger of falling into lives as under-educated, chronically unemployed adults, gangs, alcohol or drug abusers, or perhaps even facing incarceration.

For a decade **Por Vida Academy Charter High School**, located in the southside of San Antonio, on the campus of Blessed Sacrament Academy, has been quietly throwing a life-line to some of these most vulnerable in our community.

Coming from many forms of adversity, and yes, sometimes even chaos, students at **Por Vida Academy** find a place where teachers, staff, and peers help them understand their worth. "It's about seeing the potential of each student and encouraging them to go for it," says Isai Melgoza, Student Counselor and mentor.



Over the years, **Por Vida Academy** has been available to hundreds of young people who continue to arrive in need, and who depart with a high school diploma opening countless doors for them. While Por Vida is not a religious affiliated school, a member of the Sisters of the Incarnate Word and Blessed Sacrament Congregation serves on the Board of Directors.

One of the original charter districts in the state of Texas, **Por Vida** means "for life" and defines our commitment to our students—to educate students and provide them with knowledge, self-respect, and skills that will be with them for life."

TESTIMONIALS FROM EX-STUDENTS – More than just a "second" chance to succeed...

Norma Mancía came to Por Vida Academy in the 9th grade, already a mother, living at Seton Home under the foster care program. "I had heard a lot of negativity from others about what I could expect from life because of my situation," she said. "But that only motivated me. I didn't want to disappoint my son who would look up to me. And, I didn't want to disappoint myself. So I set out to prove them wrong. There is no other school in San Antonio like Por Vida. Because I was a middle school dropout, I was turned down by every other school I applied to."



(Norma Mancía was the 2015 Por Vida Academy Valedictorian and is now attending UTSA.)

"I am a first-generation college student and I am also the first one in my family to graduate high school. My grandparents were migrant workers, my parents grew up in poverty/welfare system, and I come from a generation incarceration family. I dropped out the first three years of high school because of issues ranging from academics, moving, being homeless, and negative social influence. I was withdrawn from the second high school I attended and referred to a small charter high school that I later realized was my blessing. Por Vida Academy and my family helped me throughout the whole process from academic help to just emotional support when I felt I could not finish. Por Vida Academy helped change my family trajectory." (Enrique Salinas, III graduated with honors from Texas State University in May, 2020)



SUPER HEROES NEEDED!

Be A Lifeline To The Youth In Our Southside Community

AVENGER
\$10K TO 15K

DEFENDER
\$5K TO 7K

PRESERVER
\$2,500

SPONSORSHIP
BENEFITS LISTED ON NEXT PAGE



TASTE OF THE SOUTHSIDE.ORG



2020 SPONSORSHIP BENEFITS

AVENGER \$10 TO 15K

- Category Exclusivity*
- Name Mention in paid ads, media and PSAs*
- Opportunity to offer welcoming remarks
- Stage mentions throughout the day
- Prominent Logo placement available: paid ads, street banners, entrance, stage, and throughout the event layout*
- Logo recognition in print collateral: posters, flyers, invitations to City, County and State Officials, etc.*
- Name mention in media advisories and news releases**
- Prominent Logo recognition on the Taste Of The Southside's website*
- Social media recognition on the Taste Of The Southside's Facebook, Twitter and Instagram
- Opportunity for a 20' x 20' company promotional space at the event*
- 20 Inaugural Taste Of The Southside 2020 Fiesta Medals

DEFENDER \$5 TO 7K

- Tier Logo placement available: paid ads, entrance and Market Place (Food, Beverage, Exhibitor Area)*
- Logo recognition in print collateral: banner, posters, flyers, invitations to City, County and State Officials, etc.*
- Name mention in media advisories and news releases**
- Logo recognition on the Taste Of The Southside's website
- Social media recognition on the Taste Of The Southside's Facebook, Twitter and Instagram
- Opportunity for a 10' x 15' company promotional space at the event**
- 10 Inaugural Taste Of The Southside 2020 Fiesta Medals

We are actively seeking a "Defender" to sponsor the entire KIDZONE for exclusive signage in this area.

PRESERVER \$2,500

- Tier Logo placement available: Market Place (Food, Beverage & Exhibitor Area)*
- Logo recognition in print collateral: banner, posters, flyers, invitations to City, County and State Officials, etc.*
- Logo recognition on the Taste Of The Southside's website
- Opportunity for a 10' x 10' company promotional space at the event**
- 5 Inaugural Taste Of The Southside 2020 Fiesta Medals

**Sponsorship commitment required by February 29, 2020*

*** Sponsorship commitment required by March 31, 2020*



TASTE OF THE SOUTHSIDE

2020 SPONSORSHIP FORM

An online version of this form is available at www.tasteofthesouthside.org

I / My Organization would like to sponsor the Taste Of The Southside at the following level:

_____ AVENGER: \$10k to \$15k

_____ DEFENDER: \$5k to \$7k

_____ PRESERVER: \$2,500

_____ OTHER AMOUNT—\$ _____

_____ In Kind (\$ _____ *list value*)

Organization _____

Contact Name _____ Email _____

Address _____ City/State/Zip _____

Phone: _____ Website _____

Method of Payment

- Company Check
- Please Send An Invoice To The Email Above
- Visa
- MasterCard
- American Express
- I Will Call The Office And Provide My Credit Card Information. Please Call 210.386.3722.

_____ Card Number

_____ Exp Date

_____ Authorizing Signature

_____ Zip Code For Card

My Sponsorship Is In Kind.

Details of Donated Product / Services: _____

Signature: _____

Please return this form to Judi Deleon at judi@judideleon.com. Thank you for supporting Taste of The Southside and Por Vida Academy! You will receive an email to confirm your sponsorship benefits and to request your company logo. If you have any questions regarding your sponsorship please email Judi Deleon or call 210.386.3722.

You may also mail this form to: TASTE OF THE SOUTHSIDE, 1135 Mission Road, San Antonio, Texas 78210