



## WHEN

**Saturday & Sunday**  
**APRIL 15 & 16, 2023**  
NOON to 10 p.m.

## WHERE

**1135 Mission Road**  
**Por Vida Academy & Blessed Sacrament Academy**  
**Campus**

## 2023 SPONSORSHIP PACKET

[WWW.TASTEOTHSOUTHSIDE.ORG](http://WWW.TASTEOTHSOUTHSIDE.ORG)

## FREE EVENT

**ART • MUSIC • FOOD**

## FUN FOR THE ENTIRE FAMILY

## KIDZONE

- RIDES
- FACE PAINTING
- GAMES & MORE

## MUSIC BY

- LOS PALOMINOS
- ERIK Y GRUPO MASSORE
- & Other Regional Bands

## “MICHELADA MATCH”

Saturday, APRIL 16, 2023

LOCAL Bars & Restaurants Compete For The Title  
2022 Champion:  
Broosters Backyard Ice House

**BENEFITING**  
**Por Vida Academy**



[Porvidaacademy.org](http://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 9<sup>th</sup> 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 7.5K**

**PRESERVER**  
**\$1.5K TO 2.5K**

**SPONSORSHIP**  
**BENEFITS LISTED ON NEXT PAGE**



**TASTE OF THE SOUTHSIDE.ORG**



## 2023 SPONSORSHIP BENEFITS

### AVENGER \$10 TO 15K

- Main Stage Sponsor—Category Exclusivity\*
- Name Mention in paid ads, media and PSAs\*
- Opportunity to offer remarks throughout the event, plus announce winner of 2023 Michelada Match
- Stage mentions throughout the event
- Prominent Logo placement available: paid ads, event banners, entrance, stage, and throughout the event layout\*
- Logo recognition in printed 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 Taste Of The Southside Fiesta Medals

### DEFENDER \$5 TO 7.5K

- KIDZONE Sponsor (At \$7.5K Level) - Category Exclusivity
- 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 Taste Of The Southside Fiesta Medals

**We are actively seeking a "Defender" to sponsor the entire KIDZONE at \$7.5K for exclusive signage in this area.**

### PRESERVER \$1.5 TO 2.5K

- 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 Taste Of The Southside Fiesta Medals

\*Sponsorship commitment required by January 31, 2023

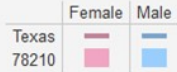
\*\* Sponsorship commitment required by February 23, 2023

# Demographics - Central & South San Antonio, Texas

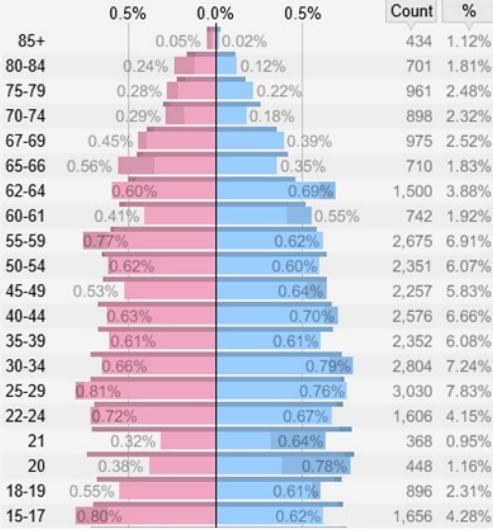
## Detailed Age and Sex

Percentage in each age cohort per year of age.<sup>1</sup>

Scope: population of Texas and ZIP Code 78210

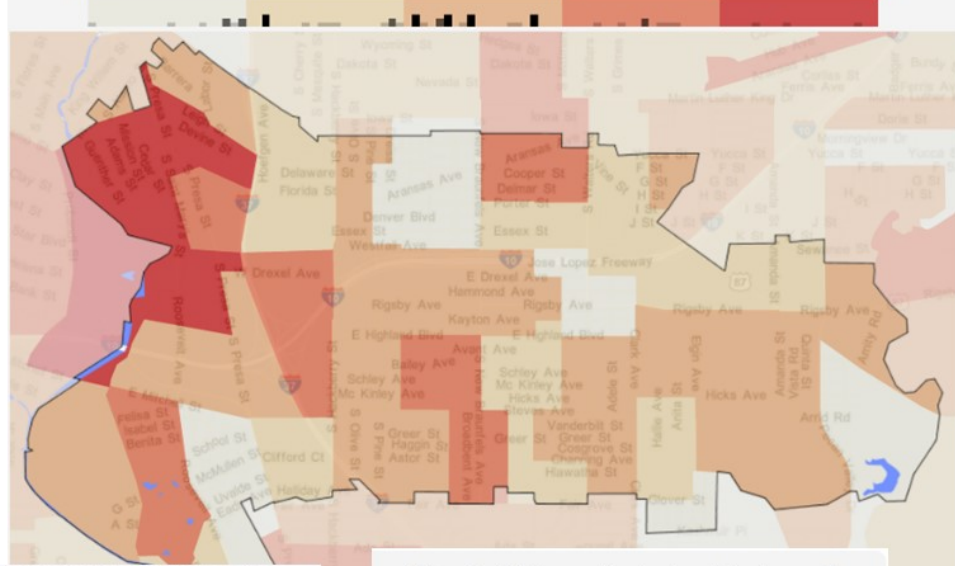
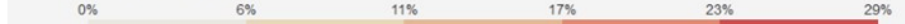


Shaded bar tips show excess over facing bar.



## 40s Age Cohorts by Block Group

Percentage of population aged 40 to 49 (%):



## Antonia, and entities that contain San Antonio



Entity	White <sup>1</sup>	Hispanic <sup>2</sup>	Black	Asian	Other <sup>1</sup>	Count	#
Greater Gardendale	98.6%					4,345	1
Avenida Guadalupe	98.5%					8,008	2
Quintana Comm	97.6%					8,186	3
Prospect Hill	97.6%					26.4k	4
Thompson Comm	96.7%					7,870	5
Hidden Cove - Indi...	96.0%					7,018	6
Palm Heights	95.8%					11.3k	7
Harvard Pl - Eastla...	95.6%					5,211	8
S SW	95.2%					13.6k	9
Culebra Park	93.8%					5,514	10
NW Los Angeles Hts	93.7%					8,245	11
Comm Workers C...	93.7%					5,027	12
Southwest	93.4%					6,890	13
Los Angeles Hts - ...	92.1%					8,192	14
Donaldson Ter	91.4%					4,048	15
Univ Pk	90.4%					5,886	16
Woodlawn Lake	90.1%					4,322	17
Mission San Jose	90.0%					5,071	18
Third World	90.0%					4,245	19
Lackland Ter	89.7%					9,221	20
People Active in C...	89.4%					19.1k	21
Jefferson-Woodlaw...	89.2%					4,432	22
Hot Wells	89.2%					4,167	23
Thunderbird Hls	87.9%					7,048	24
Rainbow Hills	86.4%					6,002	25
Sunrise Neighborh...	86.2%					5,774	26
Highland Park	86.1%					9,611	27
Highland Hls	85.6%					22.1k	28
Laddie Pl and N W...	84.0%					4,296	29
Dellview Area	82.9%					10.9k	30
Heritage	82.6%					10.7k	31
Pecan Valley	82.4%					4,436	32
Kingsborough Rdg	82.1%					4,013	33
Beacon Hill	80.3%					4,492	34
Pipers Meadow	79.2%					4,341	35
Sierra Spgs	77.4%					3,431	36
Shearer Hls - Ridg...	75.3%					7,295	37
San Antonio	74.5%					1,07M	
Timber Ridge	73.6%					3,345	38
NW Crossing	71.5%					7,584	39
Bexar	71.1%					1.32M	
Tobin Hill	68.1%					2,800	40
Great NW	66.8%					8,863	41
San Antonio	65.2%					1.52M	
Vance Jackson	65.2%					11.3k	42
Alamo Farmstead...	63.0%					10.1k	43
Greater Harmony Hls	60.1%					5,411	44
Sonterra-Stone Oak	58.6%					2,818	45
Texas	56.6%					15.3M	
West South Central	50.0%					19.2M	
Stone Oak	47.6%					4,665	46
Shady Oaks	46.6%					2,001	47
Friedrich Wilderne...	45.2%					1,990	48

## Antonia, and entities that contain San Antonio

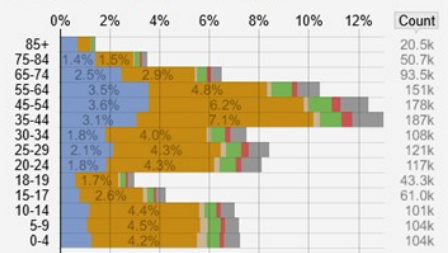


Entity	White <sup>1</sup>	Hispanic <sup>2</sup>	Black	Asian	Other <sup>1</sup>	Count	#
Oak Pk - Northwood	+51.4%					103	1
South	+46.5%					93.0%	
United States	+46.2%					92.3%	
N Cntrl Thousand ...	+37.2%					74.3%	2
Greater Gardendale	+36.5%					71.0%	3
Sonterra-Stone Oak	+35.0%					70.1%	4
Quintana Comm	+34.3%					68.6%	5
West South Central	+34.2%					68.4%	
Avenida Guadalupe	+33.9%					67.8%	6
Stone Oak	+33.5%					66.9%	7
Friedrich Wilderne...	+33.0%					66.0%	8
Thompson Comm	+31.8%					63.7%	9
Shady Oaks	+31.8%					63.6%	10
Prospect Hill	+31.6%					63.2%	11
Hidden Cove - Indi...	+31.5%					63.0%	12
Palm Heights	+31.1%					62.2%	13
S SW	+30.2%					60.4%	14
NW Los Angeles Hts	+27.5%					55.0%	15
Southwest	+27.3%					54.6%	16
Harvard Pl - Eastla...	+27.0%					54.1%	17
Los Angeles Hts - ...	+26.1%					52.3%	18
Third World	+26.1%					52.1%	19
Donaldson Ter	+25.9%					51.9%	20
Woodlawn Lake	+25.6%					51.1%	21
Culebra Park	+24.9%					49.9%	22
Texas	+24.8%					49.6%	
Comm Workers C...	+22.9%					45.8%	23
Jefferson-Woodlaw...	+22.6%					45.1%	24
Mission San Jose	+22.4%					44.8%	25
Univ Pk	+20.5%					41.0%	26
Highland Park	+20.2%					40.4%	27
People Active in C...	+18.8%					37.6%	28
Kingsborough Rdg	+18.7%					37.4%	29
Dellview Area	+17.7%					35.5%	30
Lackland Ter	+17.1%					34.2%	31
Hot Wells	+16.7%					33.4%	32
Thunderbird Hls	+16.6%					33.3%	33
Alamo Farmstead...	+16.0%					32.1%	34
Beacon Hill	+15.3%					30.7%	35
Rainbow Hills	+15.2%					30.3%	36
Highland Hls	+14.8%					29.7%	37
Greater Harmony Hls	+14.7%					29.3%	38
Laddie Pl and N W...	+14.6%					29.3%	39
Sunrise Neighborh...	+13.9%					27.7%	40
Pipers Meadow	+10.2%					20.4%	41
Vance Jackson	+10.1%					20.2%	42
San Antonio	+9.6%					19.2%	
Tobin Hill	+9.2%					18.3%	43
Heritage	+9.1%					18.2%	44
Pecan Valley	+8.9%					17.8%	45
Timber Ridge	+8.1%					16.2%	46
Great NW	+7.7%					15.5%	47
Shearer Hls - Ridg...	+6.0%					12.0%	48

## Ethno-Racial Composition by Age Cohort

Ethno-racial composition by age cohort as a percentage of the total population.

Scope: population of San Antonio

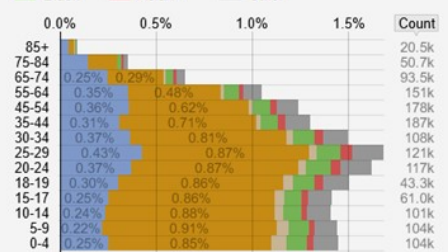


Count total number of people in age cohort  
<sup>1</sup> non-Hispanic white <sup>2</sup> white Hispanic <sup>3</sup> including Hispanic

## Ethno-Racial Composition per Year

Ethno-racial composition per year of the age cohort as a percentage of the total population.

Scope: population of San Antonio



Count total number of people in age cohort  
<sup>1</sup> non-Hispanic white <sup>2</sup> white Hispanic <sup>3</sup> including Hispanic



# TASTE OF THE SOUTHSIDE

## 2023 SPONSORSHIP FORM

An online version of this form is available at [www.tasteofthesouthside.org](http://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 \$7.5k

\_\_\_\_\_ PRESERVER: \$1,500 to \$2.5k

\_\_\_\_\_ 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 210.664.1900

\_\_\_\_\_ Card Number

\_\_\_\_\_ Exp Date

\_\_\_\_\_ Authorizing Signature

\_\_\_\_\_ Zip Code For Card

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My Sponsorship Is In Kind.

Details of Donated Product / Services: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return this form to [jrendon@mission-up.org](mailto:jrendon@mission-up.org). 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(s). If you have any questions regarding your sponsorship please email or call 210.664.1900.

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