

*28<sup>th</sup> Anniversary*

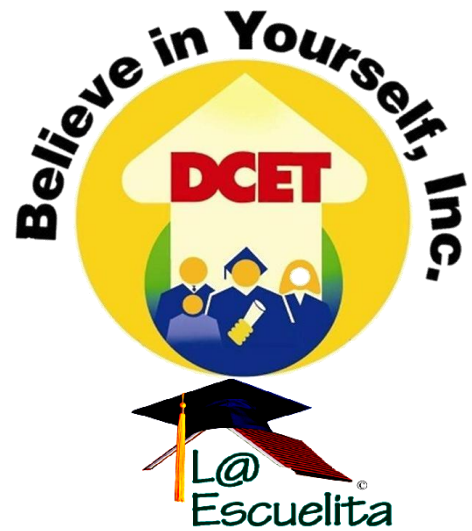
# CINCO DE MAYO 2016

**Multicultural Festival &  
Health/Education/Job Fair**

*Sponsorship Proposal*



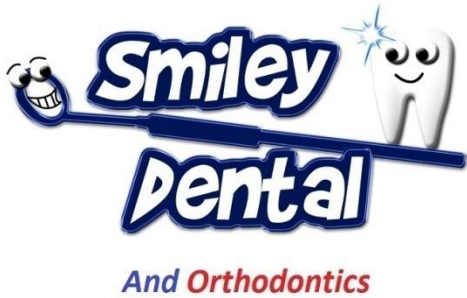
**Produced by**  
**DCET**



**and**  
**The City of Irving**



# Honorary Sponsors





# CINCO DE MAYO Vision



**To celebrate diversity and gain a greater awareness of the cultural and historical treasures within our city of Irving while making our Festival enjoyable through education and information, as well as music, dance and food**

# How **CINCO DE MAYO** is celebrated in Mexico and USA



- ▶ This official holiday in Mexico is celebrated with a host of festivals, military parades and formal official gathering of elite social and political leaders.
- ▶ In USA with outdoor folk concerts, picnics, dances, youth parades and other related festivals and activities.

## How **Cinco de Mayo** is celebrated in Irving, Texas



# Historical significance for USA



The Mexicans won a victory that kept Napoleon III from supplying the Confederate rebels for another year, this allowed USA to build the greatest army ever seen.

This grand army smashed the Confederates at Gettysburg just 14 months after the Battle of Civil War.

Some historians believe that it is possible the Civil War may have had a different outcome if the French had been able to join the Confederate army as planned.



# Opening Ceremonies



- Irving City Council Representatives
- Mexican Consulate
- Parks/Recreations Director
- Dallas County Commissioners





# In one day at **CINCO DE MAYO**

- ▶ Social Services
- ▶ Health Services
- ▶ Human Services
- ▶ Fitness Program
- ▶ Self Esteem Program



- ▶ Educational Services



# CINCO DE MAYO

## Supported by the City of Irving

*We pay tribute to Irving's great historical annual Multicultural "**Cinco de Mayo**" Festival and believe it is an excellent opportunity to celebrate Hispanic culture and our history.*

*Genuine peace is important to us as a city and each of us comes with a history and heritage that lay the foundation of our existence as well as a vision for better understanding and respect for our neighbors. Please join us in celebrating a great victory at the Battle of Puebla, Mexico where sacrifice and patriotism resulted in victory.*

*We recognize the importance of honoring this historical day!*



# Spanish Town Hall Meeting

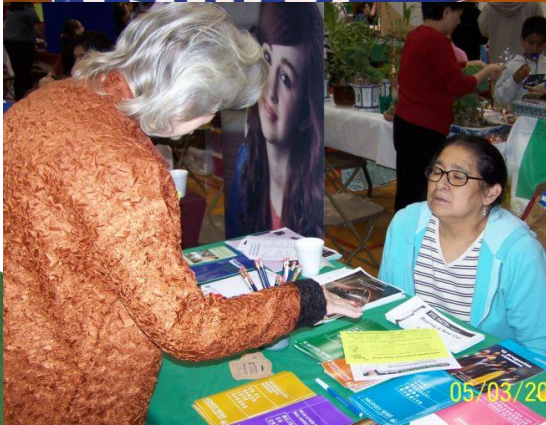
- ▶ Featuring City of Irving's Programs, Services and HR Opportunities



- Police Department Programs
- Human - Housing - Homeless Programs
- Competitive Bids for Goods and Services



# Vendors Sponsors Exhibitors



# Educational



**"My college of choice."**

 **North Lake College**  
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

[www.northlakecollege.edu](http://www.northlakecollege.edu)

5001 N. MacArthur Blvd. | Irving, TX 75038 | 972.273.3000 | An equal opportunity institution.

**DCET and the City of Irving provides CINCO DE MAYO four Scholarships to High school seniors students entering college.**

As an educational organization, a purpose of our efforts is to educate young people about the history of our state and nation, and the cultural diversity of all people. When the community does its part to extend this education beyond the classroom, the benefits are boundless.

In return, we invite parents to visit IISD schools, talk to teachers, attend special events, and take the opportunity to learn all of the ways our students are being inspired every day.



***The administration, faculty and staff of Irving ISD extends best wishes for a safe and successful Multicultural Festival 2016***

 **Where Children Come First**  
Independent School District





# Applaud our 2015 Interns and CINCO DE MAYO Scholarship recipients



Epifania Fierro



Hugo Luna



Mariana Aguirre



Jesus Mario Martinez

**Cinco de Mayo** Vision continuation...

...and to support DCET Literacy programs and education by providing scholarships to deserving High School Hispanic students in Irving, TX

# Great Food @ CINCO DE MAYO Multicultural Festival





# Multicultural Entertainment



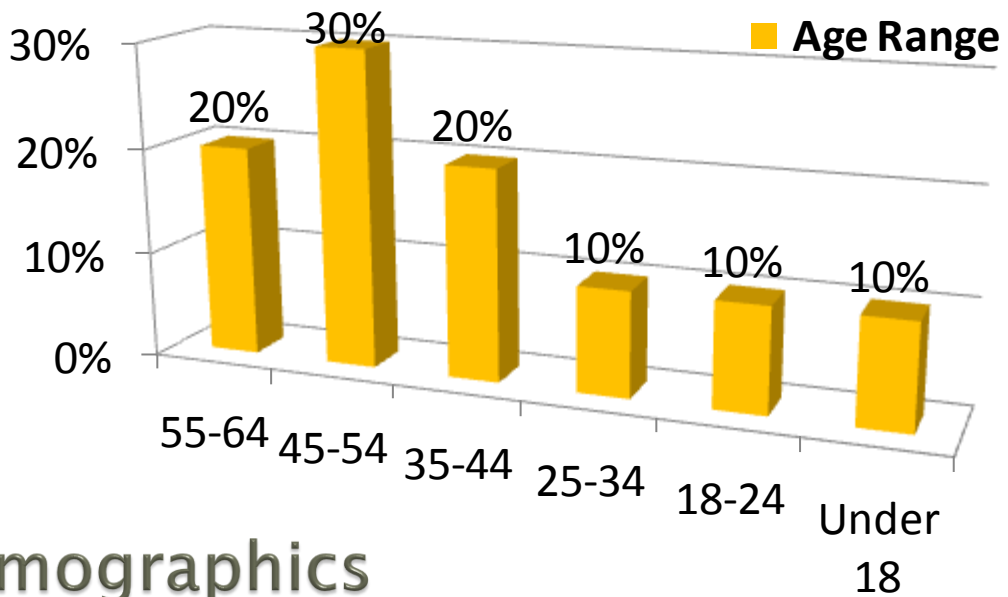


# 2015 Little MISS (LMC) CINCO DE MAYO Pageant

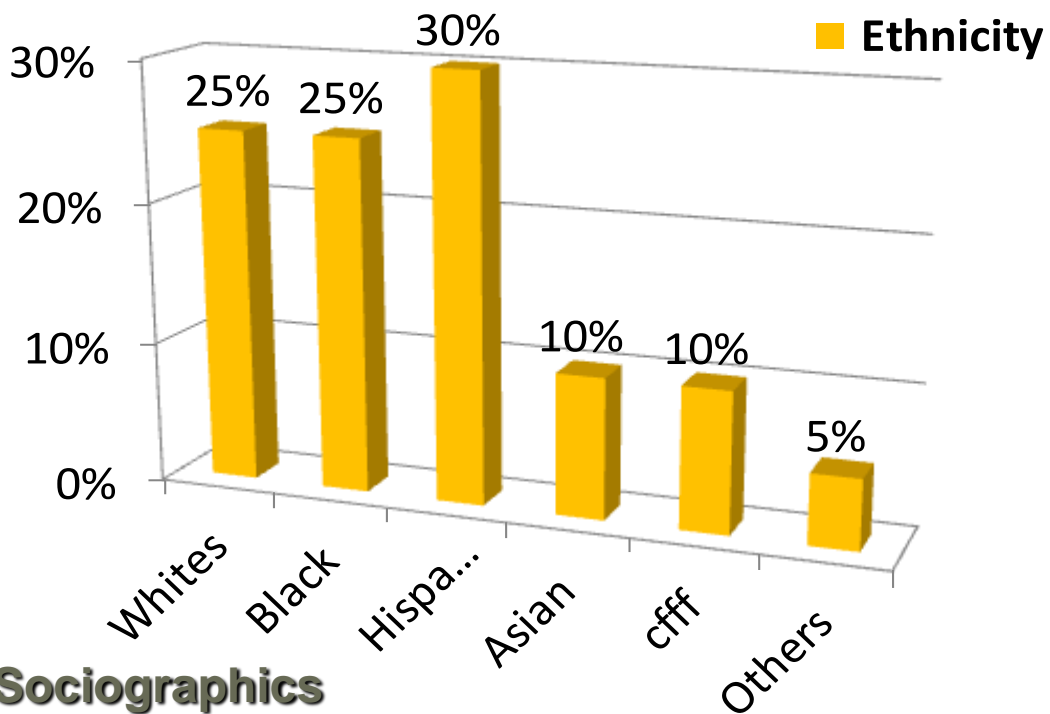




# Who comes to CINCO DE MAYO Festival



Demographics



Sociographics

# Volunteer Opportunities



- ▶ Teen Courts – Boys Scouts
- ▶ Senior High School students
- ▶ DCET students





# Festival Photos





# ...and more Festival Photos





# Our Marketing Tools

- Our Souvenir Program
- Event Brite
- Posters
- Fliers
- Social Media
- TV
- Radio
- Newspaper Ads
- Facebook
- Linkdin



## Screening Mammograms FREE At Cinco de Mayo Multicultural Festival in Irving, TX

**Need to make appointment: 214.266.1232**  
**Requirements:**

- At least 35 years of age
- Have not received a mammogram in the last 12 months.
- Proof that you reside in Dallas County
  - ◊ Picture ID (work or government issued)
  - ◊ Utility bill with your name and address (gas, electric, telephone, water)
  - ◊ If you are covered by insurance (Private, Medicaid, Medicare) we ask that you call the number listed.

In order to better serve you we ask that if you have physical limitations or questions regarding mammograms that you contact us at 214.266.1232.

### Factors that may increase your risk of breast cancer

- If you are over the age of 35
- If you have had breast cancer in the past
- If your mother, sister or daughter have had breast cancer
- If you have more than one alcoholic beverage per day
- If you have taken birth control pills for more than five years
- If you have never had children

This outreach program is funded through a grant from the **KOMEN Foundation**.

Enjoy our Festival and other **FREE Health Screenings**  
**Senter Park Recreational Center**  
901 Senter Rd. Irving, TX 75060  
Saturday, April 30th, 2011 - 9am - 3pm  
More information: 214-587-1983

**Parkland**



## Cinco de Mayo Multicultural Festival 2012

Health and Educational Fair organized by DCET and the City of Irving





**2012**  
**City of Irving**  
**CINCO DE MAYO**  
**Multicultural Festival**

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**Multicultural Festival and Health/Educational Fair**  
**Saturday, May 5, 2012**  
**9 a.m. - 3 p.m.**  
**Senter Park Recreation Center**  
 901 S. Senter Rd. Irving, TX 75060 (972) 721-2641

Enjoy food and multicultural entertainment from different countries, kids activities, vendors and fun!  
 Support DCET's literacy programs and college scholarships for high school students!

Promote your product/service to up to 5,000 people in one day!  
 Enjoy our first LITTLE MISS CINCO DE MAYO Pageant at 1 p.m. - Select your queen!

Vendor and exhibitor opportunities available.  
 Contact: Elvia Wallace Martinez (214) 587-1983 dcmf11@cityofirving.net

# Sponsorship Levels

## **Diamond Sponsor (Up to two available): \$5,000**

- 3 tables 10 X10 and 6 chairs
- Continental breakfast for 6 people
- Business name/logo on inside cover of program & name listed pg 14.
- 30 mentions on stage about being **Diamond** sponsor during the opening/closing program & whole event.
- Business name will be included in flier, posters (time sensitive)
- Two 4 color **Full Page ads** in our 40 page program
- Business can hang Four company banners at the event.
- Certificate of Appreciation.
- 50 Social media posts on DCET's Facebook page
- Your logo will appear in our e-newsletter mail out to 5,000 people during February, March and April.

## **Premier Platinum Host & Sponsor (up to two available): \$2,500**

- 2 tables 10 X10 and 4 chairs
- Continental breakfast for 4 people
- Business name/logo on inside cover of program & name listed pg 14.
- 20 mentions on stage about being **Premier Platinum** sponsor during the opening/closing program & whole event..
- Business name will be included in flier, posters (time sensitive)
- Two 4 color **Full Page ads** in our 40 page program
- Business can hang three company banners at the event
- Certificate of Appreciation
- 30 Social media posts on DCET's Facebook page
- Your logo will appear in our e-newsletter mail out to 5,000 people during February, March and April.



# Sponsorship Levels

## Platinum Sponsor: Up to three available: \$1,200

- 1 table 10 x 10 and 2 chairs and continental breakfast for 2 people
- Business name/logo on inside cover of program & name listed in other page
- 15 mentions on stage about being **Platinum** sponsor during the opening/closing program & whole event
- One 4 color **Full Page ad** in our 40 page program
- Business name will be included in flyer, posters (time sensitive)
- Business can hang two banners in the health fair area
- Certificate of Appreciation
- Social media posts on DCET's Facebook page and Event page
- Your logo will appear in our e-newsletter mail out to 5,000 people during February, March, April and May.

## Gold Sponsor (up to four available): \$600

- 1 table 10 x 10 and 2 chairs and continental breakfast for 2 people
- Business name/logo on inside cover of program & name listed in other page
- The master of ceremonies will recognize your business as a **Gold** sponsor during the opening program
- One 4 color **1/2 Page ad** in our 40 page program
- Hang one banner on table
- Certificate of Appreciation
- Your logo will appear in our e-newsletter mail out to 5,000 people.

## Silver Sponsor: \$350

- 1 10x10 table and 2 chairs
- Continental breakfast for 2 people
- Business name/logo on inside cover of program & name listed in other page
- The master of ceremonies will recognize your business as an **Silver** sponsor during the opening program
- One 4 color **1/4 Page ad** in our 40 page program

## Bronze Sponsor: \$275.00

- 1 10x10 table - 2 chairs
- Continental breakfast for 2 people
- Business name/logo on inside cover of program & name listed in other page
- One 4 color **1/8 Page ad** (Business card size) in our 40 page program

# Rental of Booths only

**Large Business Table only - \$250.00 for booth only (10 or more employees)**  
For Profit business

**Medium size Business Table only - \$150.00 for booth only (4-9 employees, or less)** For Profit business

**Small Business Table only - \$75.00 for booth only (1-3 employees, or less)**  
For Profit business

**Non-Profit Table** (information space only) NO CHARGE- NO SALES, booth only

**Handmade Arts/Crafts Vendor Table** \$ 30.00 booth only

**Food Vendor** \$ 150.00 booth only *Temporary Food Permit is \$55.00, waived if you have an Irving Food Permit.*

(A separate agreement needs to be signed for this category)

**City/County Agency Booth Table only** \$50.00

**Media representatives** NO CHARGE for table – NO SALES

**Electricity \$15.00 on a limited basis, first come/first serve.**  
**Applies to all categories**





# Printed Souvenir Program Advertising Rates

**Full Page Ad**  
Actual Size Shown  
7-9/16" x 10-1/16"  
**\$1,000**  
**Program Ad only**

**1/4 Page Ad**  
3-  
7/16" x  
4-  
11/16"  
**\$250**  
**Program Ad only**

**1/8 Page Ad**  
4 x 2  
1/2  
**\$150**  
**(Program Ad only)**

**1/2 Page Ad**  
Actual Size Shown  
7-9/16" x 4-11/16"  
**\$500**  
**(Program Ad only)**

**1/3 Page Ad Horizontal**  
4-11/16" x 7-  
9/16"  
**\$375 (Program Ad only)**

**1/3 Page Ad Vertical**  
7-9/16"  
x  
4-1/16"  
**\$375**  
**(Program Ad only)**



# Literacy Partners



IRVING HISPANIC CHAMBER  
BUSINESS PROSPERITY THROUGH UNITY™



North Lake College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT



REACHING OUT  
ALAMEEL FOUNDATION



Liberty  
Mutual.



Parkland



UnitedHealthcare®

Community Plan



PARKER™  
UNIVERSITY

Chiropractic Wellness Clinics



COST+PLUS



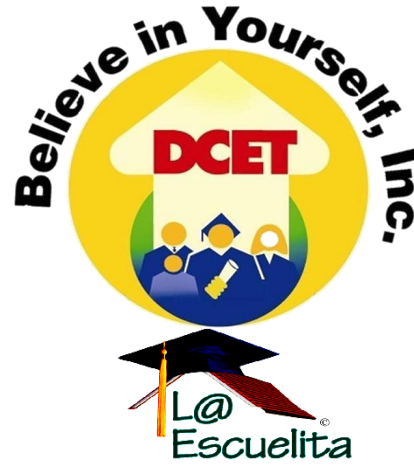


# CINCO de MAYO Media Partners

TV ICTN  
interviewed  
Ray Cerda,  
**CINCO DE  
MAYO,**  
Event Chair  
Multicultural  
Festival  
& Health  
Educational  
Fair



# The City of Irving and DCET



**Gracias  
Thank  
you!**

