



December 14, 2017

Cinco de Mayo Festival

The Festival of the Friendly Cultures
CommUNITY - ComUNIDAD

SPONSORSHIP REQUEST

Dear Friend

This is an invitation to connect with the Hispanic community through the 17th edition of the "5 de Mayo" Festival on Sunday May 6th in downtown Kennett Square, Pa. It is also a request for sponsorship of the Festival and our organization. We thank and appreciate your support. We are excited to share and continue our growth and community building strategy with **your organization**. We think this year it is even more important to hold this community event.

Casa Guanajuato is a cultural non-profit organization serving the Southern Chester County Hispanic community since 2003. We are well known as the organizers of Kennett Square's annual "5 de Mayo Festival," a one-day event that has drawn thousands of visitors making it one of the largest cultural festivals in the region. We are also pleased to announce that the Education Fair started last year was a resounding success with over 10 higher education institutions present and over 500 students and their families connecting with their representatives during the Festival/Fair.

A fundamental aspect of our new approach is strengthening our relationship and dialogue with key organizations in the region and to find new avenues of collaboration with businesses and non-profit organizations that can use the Festival as a vehicle to advance their business objectives within the community.

Therefore, we are asking you to consider participating and sponsoring the Festival. I am positive that **your organization** would find it to be an exciting opportunity, aligned with its objectives. Our theme this year is CommUNITY - ComUNIDAD as a community event to build on its diversity, history and economic environment. Attached is a Sponsorship levels form for your information and use.

If you would like to discuss further, please let me know. Thank you for your time and support,

Kathleen Snyder
President, Casa Guanajuato
610-329-8980

Levels of Sponsorship – 2018

Casa Guanajuato Kennett Square

501 (c) (3) EIN is 26-1196055

Make checks payable to: **CASA GUANAJUATO**

PO Box 1279 Kennett Square, PA 19348

CASA GUANAJUATO KENNETT SQUARE is a non-profit 501 (c) (3) organization.

Donations could be Tax exemption for the donor. Consult your tax advisor.

Email: casaguanajuatoks@yahoo.com Web page: www.casagks.org

Habanero Sponsor - greater than \$2,000



- Strategic coordination for Festival and other events.
- Exclusivity within Festival for Business segment.
- Possibility to invite Sponsor customers (up to 3) to Festival – pre-arranged.
- Logo in our Street Banner or sponsor street banner.-pre-arranged
- Open mic and participation in Stage program during the Festival – pre-arranged.
- Specific mention in our Press release.
- All Piquin level benefits.

Piquín Sponsor - \$1001- \$1,999



- Possibility to invite Sponsor customer to Festival – pre-arranged
- Logo in Festival flyers and Sponsor banner (supplied by sponsor) at Festival.
- Possibility to participate in Stage program during the Festival – pre-arranged.
- All Serrano level benefits.

Serrano Sponsor - \$500 - \$1000



- Free vendor space at the Festival
- Mention and logo in Festival program
- All Jalapeno level benefits.

Jalapeno level Sponsor - \$150 - \$499



- Listed in the Festival Program. Link and Listed in Web page. Facebook, social media.
- Possibility to participate during Stage Program during the Festival.

Amigos of Casa Guanajuato - Less than \$150

- Link and Listed in Web page. Facebook, social media.

CINCO DE MAYO FESTIVAL

A COMMUNITY EVENT

Sunday, May 6, 2018

11AM to 5PM

DOWNTOWN KENNETT SQUARE