



Latin Americans United for Progress • 96 W. 15th St. #103, Holland, MI 49423 • 616.392.5058 • laup.org

Dear LAUP Partner,

I'm reaching out to you with an exciting invitation!

Fiesta 2020! is right around the corner and I would like you to be a part of it. For the third year in a row, West Michigan's longest running Latino Festival will be held in the parking lot of The Shops at Westshore.

This year's event will feature all the components you've grown to love: ethnic food, car show, and Latino musical acts that bring everyone to their feet! There will also be rides and activities for kids; and for the adults, Beer Tent!

**The celebration will kick off on Friday, May 1st. from 5pm-10pm,
and continue on Saturday, May 2nd from 11am-5pm.**

We pour our heart and soul into making each year more memorable than the last, and now we are seeking your contribution to make this possible!

Please consider becoming a 2020 Sponsor so together we can continue the rich tradition of Fiesta!

Please use the attached materials to choose your level of sponsorship. Feel free to call us so we can talk about making your sponsorship as advantageous as possible for your business or organization!

I look forward to hearing from you and seeing you at Fiesta 2020! in May.

Enthusiastically,

EDUARDO AMAYA

LAUP Interim Executive Director



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2020 Sponsorship Information

Thanks to the continued support of our sponsors, volunteers, and community, our **56th Annual LAUP Fiesta** will be held **May 1-2, 2020!** Please review the levels below and consider sponsoring this year!



Title Sponsor \$7,000 (SOLD)

- Top billing on all Fiesta promotional materials and website (*Please send high res logo by March 13th*)
- Opportunity for representative from your organization to speak from the Main Stage Friday night and Saturday
- Opportunity to display/distribute company information/items at the Fiesta Mercado
- Listed as a sponsor at both Golf Outing and Gala events
- 1 Team for this year's Golf Outing (Aug. 5)
- 1 Table at this year's Gala (Nov. 6)

Stage Sponsor \$4,000 (SOLD)

- Large banner with company name displayed at event
- Logo displayed on Fiesta promotional materials and website (*Please send high res logo by March 13th*)
- Opportunity to display/distribute company information/items at the Fiesta Mercado
- Listed as a sponsor for Golf Outing
- 1 Team for this year's Golf Outing (Aug. 5)

Beer Tent Sponsor \$2,500

- Logo on Fiesta promotional materials and website (*Please send high res logo by March 13th*)
- Banner with company name displayed at tent
- Company name recognized from stage
- Opportunity to display/distribute company information/items at the Fiesta Mercado

Event Sponsor \$1,500

- Logo on Fiesta promotional materials
- Logo on Fiesta website (*Please send high res logo by March 13th*)
- Opportunity to display/distribute company information / items at the Fiesta Mercado

If you have questions, please contact the LAUP office at 616-392-5058 or eduardo@laup.org. (*Please send high res images/design files of logos to this email*)



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2020 Sponsorship Agreement

Company/Organization/Individual Name (as you wish to be listed)

Mailing Address

City

State

Zip

Contact Person

Telephone

E-Mail

I understand that by signing this agreement, I am committing my company/organization/self to the following:

- Title Sponsor (\$7000 - exclusive)
- Stage Sponsor (\$4,000 - exclusive)
- Beer Tent Sponsor (\$2,500 - exclusive)
- Event Sponsor (\$1,500)

Please check box if you are going to have a booth.

- Yes! I would like space for distributing information and materials at the Fiesta Mercado (Saturday, May 4th 11am-5pm)

NOTE: If you wish to be listed on Fiesta print materials, please submit this agreement & send high res logo to eduardo@laup.org by March 13, 2020.

I can't sponsor this year's event, but I'd like to contribute:

Financial contribution (cash) of: \$ _____

And/Or In-Kind Service of: _____

Service Valued at: \$ _____

Signature

Title

Date

Payment Enclosed (made out to LAUP)

Invoice Me

Paid Online (laup.org)

Please return form by mail or email:

LAUP Fiesta Sponsor Pledge
96 W. 15th Street, Suite 103
Holland, MI 49423

LAUP is a 501© (3) organization and all gifts are tax-deductible according to the State and Federal Laws.

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