

City of Tempe
Diversity Office
31 E. Fifth Street
Second Floor
Tempe, AZ 85281
www.tempe.gov/tardeada



Tempe Tardeada 2024 Sunday, October 6th

Your organization is invited to take part in Tempe Tardeada 2024, Tempe's premier event celebrating the importance of Hispanic culture in our community, on Sunday, October 6, 2024. Booths are available free of charge to non-profit organizations. If you represent a for-profit business and wish to have a booth at the event, please contact the Diversity Office at 480-350-8979 to inquire about an event sponsorship.

Event Description

The Tempe Tardeada is the City of Tempe's 26th Annual Hispanic Heritage Festival. (A Tardeada is a social dance that is traditionally held on Sunday afternoons.) This event takes place during Hispanic Heritage Month and celebrates the historical significance of Hispanics within our community. The Tardeada draws approximately 12,000 people, a multi-generation family crowd, who spends several hours celebrating the traditions and contributions of the Hispanic community in Tempe. The event features live entertainment, dancing, music, arts and crafts, and exhibits in the Tempe History Museum. The event also includes informational booths from local non-profit organizations that offer services to the local Hispanic population.

Community Booth Information

The Tempe Tardeada will be held at the Tempe Community Complex, 3500 S. Rural Rd., on the southwest corner of Rural Rd. and Southern Ave. Each organization will be provided with one 10'x10' booth with canopy. In addition, each booth will be supplied with one, 8' table (skirted), 2 chairs and a 4' by 2-and-a-half-foot sign stating the organization's name.

Event set-up can begin as early as 9 am; we ask that organizations be completely set-up no later than 11:30 am. The Tardeada concludes at 8 pm, but groups wanting to leave earlier may break down beginning at 6 pm. To make your booth attractive to visitors, it is helpful to have an attractive display of some sort, and perhaps offer something for free such as candy or a craft activity for children.

If you would like to participate, please complete and e-mail or mail the attached form. We do have space limitations, so to ensure your spot please act quickly – booth availability is on a first response basis. We cannot accept new booth requests after September 23rd. If you have any questions, please call me at 480-350-8979. Thanks so much for your consideration. We would love to have you as part of Tempe Tardeada 2024!

Sincerely,

Elena Barrera Urista Hale
DEI Program Coordinator

Sign Me Up!

Tempe Tardeada * October 6, 2024 * 12 – 8pm * Tempe Community Complex, 3500 S. Rural Road, Tempe

Tempe Tardeada Mission:
To identify and recognize the Hispanic historical roots of Tempe and educate the community with a celebration of the Hispanic culture.

Please fill out the form below to secure your spot for a booth at the Tempe Tardeada. (Please Print)

Booths will be assigned based on the following criteria:

1. Is your organization non-profit?
2. Does your organization serve the Tempe/Guadalupe area community?
3. Does your organization fit the Tempe Tardeada mission statement? (see Mission Statement above)

Name of Organization: _____

Name of Contact: _____

Title: _____ Phone: _____

Mailing Address: _____ E-Mail: _____

City: _____ State: _____ Zip: _____

We are planning to display the following product/service:

Please include a 50 word or less description or narrative on the nature of your programs/services:

Please mail or e-mail form to:
Tempe Tardeada Booth Registration
Mailing Address:
City of Tempe Diversity Office
31 E. Fifth Street, Tempe, AZ 85281
E-mail: elena_hale@tempe.gov
For further information, call 480-350-8979

We cannot accept new booth requests after Monday, September 23rd
