

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



August 2, 2024

Dear Business Member,

I would like to take this opportunity to extend an offer to your organization to become an official sponsor of the City of Tempe's Hispanic festival, the 26th Annual Tempe Tardeada, which will take place on Sunday, October 6, 2024. With its authentic presentations honoring Hispanic heritage, the festival is recognized for its unique connection to the Hispanic community. This event features eight hours of live entertainment featuring Folklorico dancers, orchestras, mariachis, and dance music. In addition, we offer free arts, crafts and games for children, traditional foods for sale (at family-friendly prices), and hours of free family fun.

Your partnership with the Tempe Tardeada can provide your company with community involvement while at the same time satisfying diversity initiatives. This premier festival, which attracts over 12,000 people every year, has been sponsored in the past by companies such as The Mayo Clinic, APS, AAA, AARP, Allied Insurance, AT&T, Arizona Federal Credit Union, IKEA, Blue Cross/Blue Shield, The Arizona Lottery, Cox Communication, Safeway, SRP, Staples, Cold Stone Creamery, United Phoenix Fire Fighters – Tempe Chapter, Waste Management, Wells Fargo, KISS FM, the Arizona Republic, and The Arizona Cardinals, to name a few.

A copy of the 2024 Tempe Tardeada Partnership Package is enclosed for your review. Please feel free to call me at 480-350-8979 to discuss any ideas or suggestions that best meet the goals of your company. We look forward to your support in honoring the cultural and historical traditions of Tempe's Hispanic community.

Sincerely,

Elena Barrera Urista Hale
DEI Program Coordinator

26th Annual Tempe Tardeada Official Corporate Partnership Package

Your corporate partnership features an opportunity to join forces with the City of Tempe to create this successful event on Sunday, October 6, 2024. We are very pleased to be able to offer you this opportunity to take part in Tempe's premier event celebrating the importance of Hispanic culture in our community and the culmination of Hispanic Heritage Month. The Tempe Tardeada attracts more than 12,000 people to the Tempe Community Center Complex, located on the southwest corner of Southern and Rural Roads. The music, dancing, arts and crafts, history and food draws a multi-generational family crowd that spends several hours celebrating the traditions and contributions of the Hispanic community in Tempe.

Event Description

This year's *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 is the culmination of Hispanic Heritage Month and celebrates the historical significance of Hispanics within our community. The event features live entertainment, dancing, music, the Tempe History Museum's *Family Albums* exhibit, arts and craft booths, games for children, and a rich variety of delicious Mexican foods at family-friendly prices.

2024 Event Features:

- *Tempe Tardeada*, a family gathering and social dance open to the public on Sunday, October 6th
- *La Plaza* stage with 8 solid hours of live entertainment including mariachis, ballet folklórico, and dance bands
- Presentation of the Annual Tempe Tardeada Scholarship
- *Artesanías* -- Activities for children of all ages, including arts and crafts, face painting, and inflatables
- Community booths with fun activities and informative resources
- Food Court with food and drink at family-friendly prices with an air-conditioned eating area
- *Tempe History Museum* "Cesar Chavez" Exhibit
- Presentation to the winners of the youth *Tardeada Coloring Contest*

Benefits of Sponsorship

Supporting the 2024 Tempe Tardeada through sponsorship is an opportunity for your business to contribute back to the community while satisfying diversity initiatives. As a Tardeada sponsor (at a level higher than "basic", your corporate logo will be incorporated into all advertising mediums, including newspaper ads, websites, flyers, posters, City of Tempe water bill inserts, press releases, and the quarterly Leisure Opportunities Brochure, to name a few. In addition, on-site signage the day of the event and on-stage name announcements ensure that the event attendees will know of your community involvement.

Tempe Tardeada 2024

PARTNERSHIP CATEGORIES

PRESENTING SPONSORSHIP

VALUE: *\$10,000

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- ◆ Category Exclusivity
 - ◆ Dignitary presentation with Mayor and/or City Council.
 - ◆ Name and logo included on street pole banners (Elliot from I-10 to Rural; Southern and Rural intersection; Baseline and Priest)
**2-year commitment required for a new presenting sponsor due to costs of street banner updates.*
 - ◆ Signage on Main Stage and within the main stage courtyard.
 - ◆ Sponsor booth provided in the main stage courtyard
 - ◆ Name and logo included as Presenting Sponsor in all print and broadcast advertising and promotional opportunities
 - ◆ Sponsor's name announced continually on stage.
 - ◆ One large banner (provided by sponsor) displayed on site.
 - ◆ Other signage at event as mutually agreed upon

MAIN STAGE SPONSORSHIP

VALUE: \$5,500

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- ◆ Sponsor banner **on** the Main Stage
 - ◆ Signage space within the Community Center Complex
 - ◆ Sponsor booth provided for information and sampling within the Main Stage Courtyard
 - ◆ Name and logo to appear in all print, broadcast, and promotional opportunities.
 - ◆ Sponsor's name announced continually on stage.
 - ◆ One large banner (provided by sponsor) displayed on site
 - ◆ Limited to four sponsors in this category

CAR DEALER SPONSORSHIP

VALUE: \$4,500

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- ◆ Space (20 x 40) provided to showcase cars
 - ◆ Signage in the car showcase area
 - ◆ Name and logo to appear in all print, broadcast and promotional opportunities
 - ◆ Donor's name announced continually on stage
 - ◆ Sponsor booth provided.
 - ◆ Banner at event (no larger than 5 x 3). Banner provided by sponsor
 - ◆ Category Exclusivity

TARDEADA FOOD COURT SPONSORSHIP

VALUE: \$3,000

- ◆ Naming rights to the Tempe Tardeada Food Court.
- ◆ Signage in food court area.
- ◆ Sponsor booth provided.
- ◆ Sponsor's name announced continually on stage.
- ◆ Name included in all references to food court – print and verbal
- ◆ Name and logo to appear in print, broadcast and promotional opportunities.
- ◆ One large banner (provided by sponsor) displayed on site.
- ◆ Category Exclusivity

TARDEADA KIDS' PLACE SPONSORSHIP

VALUE: \$2,000

- ◆ Naming rights to the Tempe Tardeada Kids' Place Sponsorship.
- ◆ Sponsor booth provided.
- ◆ Signage in Kids' Place area
- ◆ Name included in all references to the Kids' Place – print and verbal
- ◆ Sponsor's name announced continually on stage.
- ◆ Name and logo to appear in print, broadcast and promotional opportunities.
- ◆ One large banner (provided by sponsor) displayed on site.
- ◆ Category Exclusivity

TARDEADA SCHOLARSHIP SPONSORSHIP

VALUE: \$2,000 **SOLD**

- ◆ Naming rights to the Tempe Tardeada Scholarships – two \$1,000 scholarships awarded.
- ◆ On stage presentation of the scholarship with the Mayor of Tempe
- ◆ Sponsor booth provided.
- ◆ Sponsor's name announced continually on stage.
- ◆ Sponsor's name included on the Scholarship Application Form
- ◆ Name and logo to appear in print, broadcast and promotional opportunities.
- ◆ One large banner (provided by sponsor) displayed on site.
- ◆ Category Exclusivity

TARDEADA COLORING CONTEST SPONSORSHIP

VALUE: \$2,000

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- ◆ Naming rights to the Tempe Tardeada Coloring Contest.
 - ◆ Name and logo on all Coloring Contest forms.
 - ◆ On stage presentation of the Coloring Contest winners with the Mayor of Tempe
 - ◆ Sponsor booth provided.
 - ◆ Sponsor's name announced continually on stage.
 - ◆ Name and logo to appear in print, broadcast and promotional opportunities.
 - ◆ One large banner (provided by sponsor) displayed on site.
 - ◆ Category Exclusivity

EVENT SPONSORSHIP

VALUE: \$1,000

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- ◆ Name and logo to appear in print, broadcast and promotional opportunities
 - ◆ Donor's name announced on stage
 - ◆ Sponsor booth provided.
 - ◆ Banner at event (no larger than 5 x 3). Banner provided by sponsor

BASIC SPONSORSHIP

VALUE: \$ 500

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- ◆ Donor's name announced on stage
 - ◆ Sponsor booth provided.
 - ◆ Banner at event (no larger than 5 x 3). Banner provided by sponsor

MEDIA SPONSORSHIP

VALUE: In-Kind

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- ◆ Name and logo to appear in print, broadcast and promotional opportunities
 - ◆ Donor's name announced on stage
 - ◆ Sponsor booth provided.
 - ◆ Banner at event (no larger than 5 x 3). Banner provided by sponsor
 - ◆ 1 Exclusive sponsor for Spanish and English media:
 - Newspaper Print Media
 - Magazine Print Media
 - Radio Media
 - Television Media

Tempe Tardeada Promotional Opportunities

Media	Category	Description
Glossy Tri-Fold	Promotional Exposure	10,000 distributed
Channel 11	Community Access	Commercial Advertisement 30 days
Event Banners (presenting sponsor)	Promotional Exposure	30 days Southern Avenue & Rural Road & Elliott & Rural Roads & Priest and Baseline Roads 70,000 vehicles per day
Event Website	Sponsor Logo	250,000 hits per month
Newspaper Ads*	Sponsored ads	¼ page ads in local newspapers
Tempe News	Press releases(s)	Media outlets, event Calendars & Visitor Publications
Tempe Opportunities	Quarterly Activities Brochure	35,000 distributed ¼ page advertisement
Tempe Today	City Newsletter	45,000 distributed 2"x8" column
TIMELINES	Tempe Historical Museum Newsletter	5,000 distributed- direct mail 6"x10" article with photo
Water Bill Flyer	Promotional Exposure	September – October 40,000 direct mail recipients
Posters	Promotional Exposure	Posters hung in all city buildings and other locations as they become available
Radio Spots*	Radio Media	60 second promotional spots on Spanish- language radio stations
Television Promotional Ads*	Television Media	30 second promotional spots on both Spanish- language and English language television stations
Stage Announcements	During the Festival	Sponsor acknowledgements throughout the 8- hour event from the main stage
Booth	During the Festival	Presence at event to promote your business
Banners	During the Festival	One 5 x 3 banner hung at the Tardeada

*If we receive a radio/television sponsor

2024 Sponsorship Commitment Form



Sponsorship Category:	
Sponsorship Amount:	
*Sponsor Name:	
	*Important! This is how your company name will appear in all documents. Please take time to make sure the name appears as you want when not used with logo.
Mailing Address:	
Contact Person:	
E-Mail Address	
Telephone:	
Signature:	
Printed or Typed Name & Title:	

Please return this form to: City of Tempe
 Diversity Office
 Attention: Elena Barrera Urista Hale
 31 E 5th Street
 Tempe, AZ 85281
 Phone: (480) 350 8979

*Please return this form **ASAP** to ensure you receive full recognition as a 2024 Tempe Tardeada Sponsor.*

If sponsoring at a level higher than the “Basic” category, E-mail company logo to:
Elena_hale@tempe.gov