



JULY 20, 2024

FIESTA!

A CELEBRATION OF LATINO CULTURE
Partnership Benefit Package



OUR STORY

¡Fiesta! A Celebration of Latino Culture is a free, family-friendly festival that celebrates Latino heritage and diversity in the Cedar Valley.

In presenting the event, our goal is to provide the community and visitors with a chance to experience Latinx traditions through the presentation of **music, authentic cuisine, and the opportunity to meet and interact with the Latinos in Iowa.**

This event has been a part of Cedar Valley social life for more than 12 years with a few updates to the name, season, event location and time frame along the way. From its origin as a Cinco de Mayo festival and later as Fiesta de Mayo, it has evolved to become **¡Fiesta! A Celebration of Latino Culture** as it has grown beyond a simple holiday celebration to focus on the rich and diverse heritage and culture of all of the Latin American Countries.

Special features include **taqueria trucks and other Latinx food vendors, live entertainment, traditional dance performances, and children's activities** including cultural crafts, games (among them the beloved piñata), and face painting.



CELEBRATING

LATINO CULTURE IN WATERLOO

According to U.S. Census Bureau data, **more than 7%** of Waterloo residents identify themselves as being of Hispanic or Latinx descent. The City of Waterloo is proud to be home to a broad and diverse Hispanic and Latinx community that contributes greatly to the social, cultural, economic, and political strength of the community. During the week of ¡Fiesta!, Waterloo Mayor, Quentin Hart, proclaims ¡Fiesta! day as Waterloo's Latino Heritage Day.

Hispanic and Latinx citizens represent leaders in politics, business, education, the arts, entertainment, the military, science, technology, athletics, medicine, and law, and are **CRITICAL** to building a stronger nation for future generations.

IMPACT

In 2023, **¡FIESTA! A Celebration of Latino Culture** saw approximately **1,500** people in attendance at the festival. In spite of a brief rain shower, attendees eagerly queued for food from our four authentic Iowa Latinx food vendors. As well as supporting local businesses, this festival connects attendees with many local non-profit organizations and provides quality community programming.

RECOGNITION

¡FIESTA! commemorates the essential contributions, sacrifices, and accomplishments that Hispanic and Latinx Americans have made to the United States throughout our nation's history.

A special visual component at this festival is the proud display of flags from the 21 Latin American nations at the RiverLoop Amphitheatre alongside the riverbank.

STRIVING FOR INCLUSION

¡FIESTA! contributes to the building of a community that is open and welcoming to all who are interested in learning about Latinx culture as well as those with heritage connecting to Latin America and beyond.

ENRICHMENT

In 2023, traditional dances included Folklorico, Salsa, the Dance of Fire and the Dance of the Cardinal Directions from the Aztec tradition.

Also in 2023, local Quiñceañeras were invited to wear and present their unique showstopping dresses and to discuss their individual celebrations.

SUPPORTING LOCAL BUSINESSES

Each year, ¡FIESTA! hosts a handful of local food vendors and other businesses who provide a cultural and meaningful shopping experience, last year's food vendors included Con Amor Home Bakery, Zury's Cuisine, Antojitos Guadalajara, Estelas Foods, and merchandise vendors included Eli & Ali Boutique Artesanal & Studded with Love.

JOIN US!

CONTRIBUTE TO COMMUNITY ENRICHMENT

SUPPORT & PARTNER

Without generous support from our partners, this important event would not be possible. Last year, with help from partners, ¡Fiesta! was able to purchase more advertisement space, add additional entertainment and increase the quality of educational and entertainment offerings which resulted in the festival's highest attendance to date. To continue to offer and bring awareness to this event, additional and ongoing support is needed. Please review the accompanying sponsorship information. We hope that we may count on you to help us celebrate! However you choose to collaborate, your participation demonstrates a true community commitment.

Thank **YOU!**

Fiesta Planning Committee Members:

Rosario Garcia Fino, Christine Guevara, Nilvia Reyes Rodriguez,
Esperanza Benitez, Angela Weekley, Marco Meza, Ruth Palmer, Claudia Eckert,
Cesar Bravo, Angelica Rodriguez, Claudia Rivera, Elizabeth Andrews, Chawne Paige,
Amanda Simmons, Camille Burkle, Brandon Alvarado





Fiesta! A Celebration of Latino Culture is a free, family-friendly festival that celebrates Latinx culture and diversity in the Cedar Valley. Presented in partnership with community organizations and businesses, the Fiesta! Celebration will take place on **Saturday, July 20, 2024.**

Presenting Sponsor \$5,000 (SPONSOR SECURED - NOT AVAILABLE)

1. Tent space available at event, branded pop-up tents welcome (located near entrance)
2. Featured on website, social media and e-blasts
3. Recognized in all advertising
4. Inclusion in Press Release (must commit by 5/24/2024)
5. Logo on printed Posters (must commit by 5/24/2024)
6. Opportunity to distribute Branded items or flyers in Piñata
7. Opportunity to feature mascot throughout the event
8. Opportunity to appear in a Facebook Live to invite the community
9. Opportunity to speak on stage
10. Prominent placement of logo on posters
11. Prominent placement of company banner at event – at entrance and/or stage
12. Prominent Placement of Logo with link on event website

Family Fun Sponsor \$3,000 (AVAILABLE)

1. Tent space available at event, branded pop-up tents welcome (near bounce house if desired)
2. Featured on website, social media and e-blasts
3. Inclusion in Press Release (must commit by 5/24/2024)
4. Logo on printed Posters (must commit by 5/24/2024)
5. Opportunity to distribute Branded items or flyers in Piñata
6. Opportunity to display your banner on the Bounce House
7. Opportunity to feature mascot during piñata breaking
8. Opportunity to appear in a Facebook Live to invite the community

Community Connections Sponsor \$2,000 (AVAILABLE)

1. Tent space available at event, branded pop-up tents welcome
2. Featured on website, social media and e-blasts
3. Inclusion in Press Release (must commit by 5/24/2024)
4. Logo on printed Posters (must commit by 5/24/2024)
5. Opportunity to distribute Branded items or flyers in Piñata
6. Opportunity to display your banner at entrance to community partner displays area
7. Opportunity to appear in a Facebook Live to invite the community



Fiesta! A Celebration of Latino Culture is a free, family-friendly festival that celebrates Latino culture and diversity in the Cedar Valley. Presented in partnership with community organizations and businesses, the Fiesta! Celebration will take place on **Saturday, July 20, 2024.**

Spread the Word Sponsor \$1,000 (AVAILABLE)

1. Tent space available at event, branded pop-up tents welcome
2. Featured on website, social media and e-blasts
3. Inclusion in Press Release (must commit by 5/24/24)
4. Logo on printed Posters (must commit by 5/24/24)
5. Opportunity to distribute branded items or flyers at event.
6. Opportunity to appear in a Facebook Live to invite the community.

Sponsoring Partner \$500 (AVAILABLE)

1. Tent space available at event, branded pop-up tents welcome
2. Featured on website, social media and e-blasts
3. Inclusion in Press Release (must commit by 5/24/24)
4. Logo on printed Posters (must commit by 5/24/24)

*Payments and corporate sponsor commitments must be received by 5/24/2024 to reserve space and make promotional materials. Please make checks payable to RAI (Riverloop Association Inc. 225 Commercial Street, Waterloo, IA 50701 **Questions:** amanda.simmons@waterloo-ia.org or call at (319) 291-4490 ext: 3402.