



Charlottesville's Only Latin American Cultural Festival

HERITAGE • MUSIC • DANCE • FOOD

Dear Prospective Sponsor,

Sin Barreras Va. is excited to announce the planning for the 12th Annual Cville Sabroso Festival scheduled for September 21, 2024 from 1pm-9pm at the Ting Pavilion, located at 700 E. Main Street, Charlottesville, VA 22902.

Each year, Cville Sabroso is a treasured celebration attended by thousands of visitors and participants from throughout Central Virginia who come to enjoy exceptional music and dance acts from Mexico, Central, and South America, delicious food, and a traditional artisan's market. The focus of this community event is not only to provide a space where all of our Hispanic neighbors may enjoy celebrating their birth countries but also to help educate our larger community and region about the rich cultural traditions that we bring with us to share in our new community. The community will be able to drop in and learn about art forms, dances, music, and culture from each of the countries that we will be highlighting this year while they enjoy a wide variety of local food and beverages.

We invite you to come be a part of Charlottesville's only largest Latin American Music, Dance, and Culture Festival. There is no better way to celebrate the rich cultural heritage that our Latin American community members bring to our great city. This is an excellent opportunity to position your business in the ever-growing Hispanic market. In the past, the festival has had up to 4,500 participants come out and celebrate the day with us. By all indications, Cville Sabroso 2024 will be our most successful festival yet with over 5,000 festival attendants.

Enclosed, please find a summary sheet outlining the different sponsorship levels and benefits available, along with a basic contract of support. New to this year's festival, sponsors will receive special coverage in our official event guide. Even better, your contribution may be tax deductible and supports the services we offer to our Latino community. Thank you for your attention and we invite you to join in this exciting opportunity! In the meantime, should you have any questions or require further clarification, please feel free to contact Annie Garrison, Philanthropic Chair at 434-409-1618, anngarrison66@gmail.com, or Andrea Jacobs, Festival Chair at 434-242-7394, mspris27@gmail.com

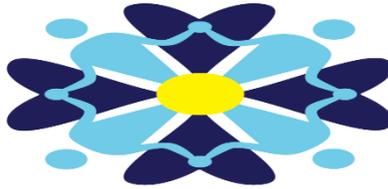
Sincerely,

Annie Garrison, Philanthropic Chair

Andrea Jacobs, Festival Chair

Sin Barreras/Without Barriers Inc.

Building a Community Without Barriers



Sin Barreras

CVILLE SABROSO FESTIVAL SPONSORSHIP OPPORTUNITIES*

Presenting Sponsor \$5,000 and up:

1. Will receive a full-page ad in the event guide.
2. Large booth (20x20) or 2 (10x10) tents by the stage to promote your business and sell your items and food during the festival.
 - a. NO ALCOHOLIC BEVERAGE SALES.
 - b. Any open flame must be located outside of the Pavilion Tent structure because Ting Pavilion cannot have open flames under the tensile structure.
 - c. The display of ALL PRICES for items/food sold at booth station.
 - i. Sin Barreras or Ting Pavilion will have the right to ask the sponsor to stop the sale of their items/food until such Prices are clearly displayed to festival patrons.
3. Prime seating at the event with a private server.
4. Prominent mention in all radio and TV advertising leading up to the event.
5. Logo and recognition on all Festival print advertising, website, promotional materials, social media outlets, and press releases.
6. Prime speaking opportunity at the C'ville Sabroso Festival.
7. Photo op or meet- and- greet the artists and entertainers. Sponsor's name will be addressed throughout the event.

Major Sponsor \$2,500 and up:

1. Will receive a half-page ad in the event guide.
2. One booth (10x10) to promote your business and sell your items and food in a primary location.
 - a. NO ALCOHOLIC BEVERAGE SALES.
 - b. Any open flame must be located outside of the Pavilion Tent because Ting Pavilion cannot have open flames under the tensile structure.
 - c. The display of ALL PRICES for items/food sold at booth station.
 - i. Sin Barreras or Ting Pavilion will have the right to ask the sponsor to stop the sale of their items/food until such Prices are clearly displayed to festival patrons.
3. Prominent mention in all radio and TV advertising leading up to the event.
4. Logo and recognition on all print advertising, website, promotional materials, social media outlets, and press releases.
5. Speaking opportunity at the Cville Sabroso Festival.
6. Photo op or meet and greet the artists and entertainers.
7. Sponsor's name will be addressed throughout the event.

Supporting Sponsor \$1000 and up:

1. Will receive a quarter-page ad in the event guide.
2. One booth (10x10) to promote your business or sell your items in a prominent location during the Cville Sabroso Festival.
 - a. No food/beverage sales at this level and no open flame allowed.

- b. The display of ALL PRICES for items sold at booth station.
 - i. Sin Barreras or Ting Pavilion will have the right to ask the sponsor to stop the sale of their items until such Prices are clearly displayed to festival patrons.
- 3. Logo and recognition on all print advertising, website, promotional materials, social media outlets, and press releases for the Cville Sabroso festival.
- 4. Speaking recognition at the Cville Sabroso Festival.
- 5. The sponsor's name will be addressed throughout the event on the main stage.

Patron Sponsor \$500 and up:

- 1. Will receive a one-sixth page ad in the event guide.
- 2. One booth (10x10) to promote your business.
- 3. Logo and recognition on the website, promotional materials, social media outlets, and press releases for the Cville Sabroso festival.
- 4. The sponsor's name will be addressed throughout the event on the main stage.

Community Outreach Sponsor (nonprofit) \$200:

- 1. Listed in event guide.
- 2. One booth (10x10) to promote your nonprofit.

**All Marketing opportunities are subject to the festival originator's approval and print due dates.*

***All Logos and Banners are to be supplied by the sponsor.*

****All Sponsors preparing food must meet all VA Department of health and The Fire Marshals rules and guidelines for serving food and post their food prices for all festival attendants to review before purchase. ******

Cville Sabroso Festival Sponsorship Contract

We hope you will be a sponsor for this annual community event. Your sponsorship will show the Latino community how much you appreciate them and their businesses and the services Sin Barreras provides. If you have any additional questions, please contact Annie Garrison, Philanthropic Chair at 434-409-1618, anngarrison66@gmail.com, or Andrea Jacobs, Festival Chair at 434-242-7394, mspris27@gmail.com. **The Sponsorship contract is due by August 19, 2024.** Thank you for your time and consideration, we look forward to working with you on this event.

Sincerely,

Annie Garrison, Philanthropic Chair
 Andrea Jacobs, Festival Chair
 Sin Barreras/Without Barriers Inc.
 Building A Community Without Barriers

Sponsorship Form

Do you wish to have a booth? Yes___ No___ One booth___ Two booths_____

***Important: You will not be assigned a booth location if you do not sign up for one.**

Sponsors are responsible for their tents, tables, and chairs and clear out any garbage at the end of the event.

Vendor agrees to release, indemnify, and hold harmless Host and its employees, volunteers, agents, officers, and all other vendors participating in the Festival from any type of action, suit, damages, claims or losses in connection with the Festival.

If a sponsor wishes to sell food, please contact Annie Garrison or Andrea Jacob at the phone and email listed above.

Business Name:

Contact Person:

Address: _____

Phone: _____

E-mail address: _____

Cville Sabroso is a sponsored project of Sin Barreras/Without Barriers Inc., a 501c3 Charity. Tax ID# 46-1040727. Contributions for charitable purposes of Cville Sabroso must be made payable to "Sin Barreras" and are tax-deductible to the extent permitted by law.

_____ Check (included)-Please make checks payable to Sin Barreras/Without Barriers Inc. with Cville Sabroso in the memo line. **Mail to:** Sin Barreras/Without Barriers Inc. P.O. Box 6433, Charlottesville, VA 22906.

Sponsorship Levels

_____ Presenting Sponsor \$5,000 and up _____ Major Sponsor \$1,000 and up

_____ Supporting Sponsor \$2,500 and up _____ Patron Sponsor \$500 and up

_____ Community Outreach Sponsor (Nonprofit) \$200

Name: _____ Signature: _____

Date: _____