

# **Fiesta Navideña Fundraiser Sponsorship Proposal**

Towards Punto Etnico for the indigenous youth of Alanda, Nariño, Colombia

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Announcement

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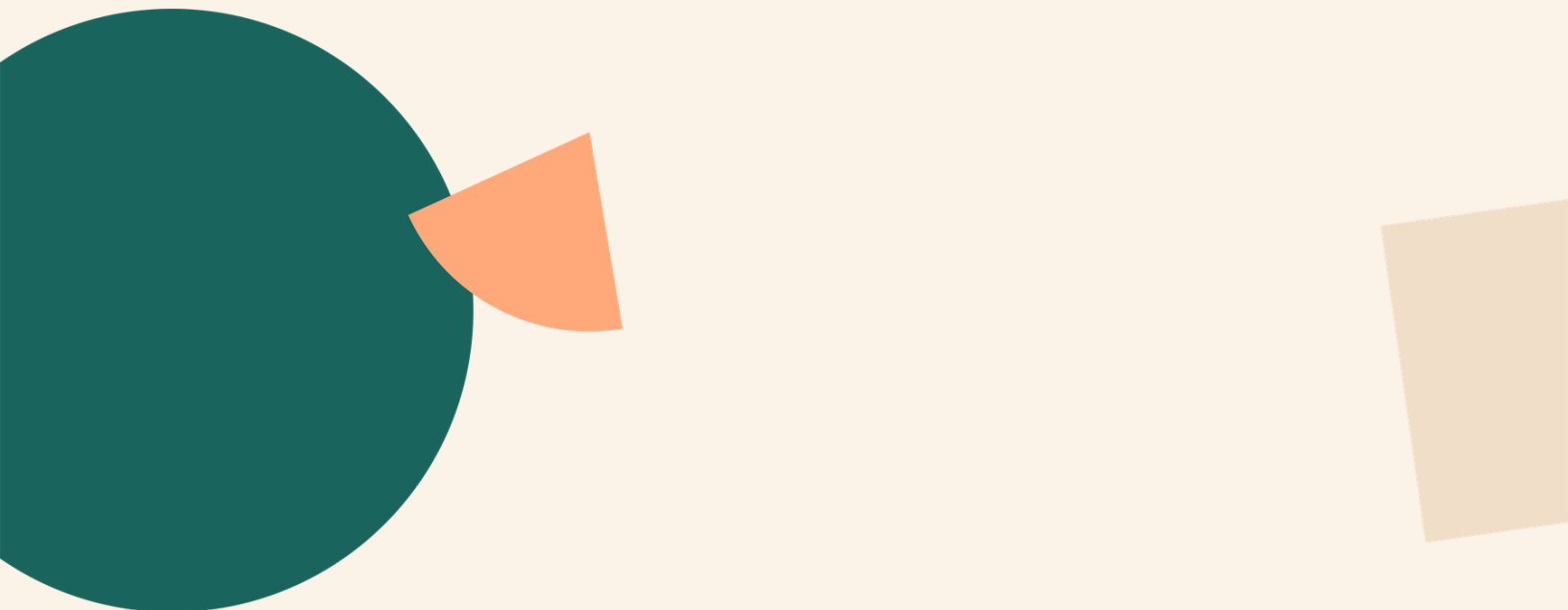
# Announcement

## Fiesta Navideña Fundraiser

*(December 23rd, 2023) (8215 Natures Way #101, Lakewood Ranch, FL 34202)*

Join us for a festive celebration with a purpose at our inaugural Fiesta Navideña fundraiser! This Christmas philanthropy initiative is designed to foster a sense of unity during the holiday season, bringing together local artists, restaurants, and families. All proceeds from this heartwarming event will directly benefit Punto Etnico, a non-profit program dedicated to supporting the indigenous youth of Alanda, Nariño, Colombia.

For event sponsors, this presents a unique opportunity to forge meaningful connections with other businesses, engage with the community, and leverage various marketing outlets. Let's come together to make a positive impact and spread joy this holiday season.



## Purpose of Event

For people who grew up in different parts of the world, the holidays can be a nostalgic time remembering their families, traditions, music, dances, and food. We wanted to bring a sense of latin holiday joy into our community and invite people from all walks of life to be a part of that.

Our event is bringing beloved artists from our latin community including Grupo Feeling, Aragon Vallenato Group, Jose Olarte, Colombian Folk Dances, Kevin & Milagros Lareto 5x World Mambo Champions, Maria Carolina Alban, and many more. In addition, we are aiming to support local businesses and restaurants with publicity through appetizer sponsorships. Some community-favorite confirmed restaurant sponsors include Mirnas Cuban Cuisine, Opitas Colombian Burgers, Amuse 5 Bakery, Valeria Fruit Cocktails, and Mr. Tequila's Mexican Restaurant.







## Non-Profit Initiative

This year alone, the indigenous community of Aldana, Nariño witnessed 11 youth suicides amongst the population of 7,000. In response to the non-profit organization, Punto Etnico, conducted a crucial community discussion, engaging the youth to understand the root causes of the negative mental health trends. The consensus was clear: the adolescents feel a lack of purpose, yearning for engaging activities to occupy their time.

One proposed solution is to implement programs involving sports, music, dance, and other extra-curricular activities, providing the youth with positive outlets. Unfortunately, the lack of monetary resources pose a significant challenge in bringing these programs to fruition.

All of the proceeds from our Fiesta Navidad Fundraiser (tickets, silent auction, and raffles) will be dedicated to acquiring the materials and resources necessary to implement these life-changing programs for the youth of Aldana.

However, none of this can be possible without sponsor support. Sponsor support will alleviate the costs to make it possible for all the proceeds to go



directly towards the non-profit program.

# Sponsorship Packages for Restaurants

Food Sponsorship	Sponsor Benefits
Donating an appetizer (serving 60 people)	<ul style="list-style-type: none"><li>• Logo on food sponsor section of the brochures distributed to every attendee</li><li>• Medium-sized event banner</li><li>• Special recognition on all press discussing the event</li></ul>



## Sponsorship Packages for Businesses

Bronze Package	Silver Package	Gold Package
<p>Any donation between \$100-\$500</p> <ul style="list-style-type: none"><li>• Small logo on bronze sponsors page of event brochure distributed to every attendee</li><li>• Small-sized logo on event banner</li><li>• Special recognition on all press discussing the event</li></ul>	<p>Any donation between \$500-\$1,000</p> <ul style="list-style-type: none"><li>• Half a page on the silver sponsor section of event brochure distributed to every attendee</li><li>• Medium-sized logo on event banner</li><li>• Recognition of the silver sponsors during the event and will be announced on the mic</li><li>• Special recognition on all press discussing the event</li></ul>	<p>Any donation of \$1,000+</p> <ul style="list-style-type: none"><li>• Full page on the gold sponsor section of event brochure distributed to every attendee</li><li>• Large-sized logo on event banner</li><li>• Commercial of their businesses during the event (any script businesses give us will be announced on the mic)</li><li>• Special recognition on all press discussing the event</li><li>• Gold sponsors dinner at Pier 22</li></ul>