



City of Scottsdale/Human Relations Commission

## Hispanic Heritage iCelebración Comunitaria!

"Putting Education First"

2008 Exhibitor Information Packet

Dear Potential Participant,

On September 27, 2008, the City of Scottsdale along with the Scottsdale Human Relations Commission will host its fifth annual Hispanic Heritage Community Celebration (Celebración Comunitaria) at the Scottsdale Civic Center Mall. This celebration emphasizes the importance of Hispanic culture and the significance of Hispanic Heritage Month.

How is Scottsdale's celebration different from others? Scottsdale's Celebración Comunitaria's main objective is to educate our attendees about the rich Hispanic Culture through:

- Educational booths promoting various Hispanic cultures and countries, as well as providing information about services and programs.
- Fun and educational activities for children, in conjunction with the Scottsdale Boys & Girls Club, Scottsdale Center for the Arts, and the City of Scottsdale.
- Increased exposure to art forms and displays of local artists showcasing their talent.
- Entertainment stage with live entertainment venues representing different Hispanic countries.
- Food vendors showcasing cuisine from various Hispanic cultures.

Another opportunity that demonstrates the significance of our objective to educate participants of the richness of all Hispanic cultures is through the dissemination of youth scholarships. The proceeds from this event along with Scottsdale's Martin Luther King Jr. Celebration will be used in the distribution of youth scholarships.

We welcome your participation in this growing and rich cultural family celebration. A detailed description of Exhibitor and educational opportunities for the 2008 *Scottsdale Celebración Comunitaria* is provided for your perusal. Thank you for your support in honoring and celebrating the significance of Hispanic culture and putting education first by providing access to educational opportunities. If you have any questions or require additional information regarding this event, please contact me at 480-312-1905 (phone), (480) 312-1969 (fax) or email at [HGandara-zavala@scottsdaleaz.gov](mailto:HGandara-zavala@scottsdaleaz.gov) or Monica Crespo, [mcrespo@spi-az.org](mailto:mcrespo@spi-az.org), Scottsdale Prevention Institute, (480) 312-0014.

Sincerely,

Helen Gandara-Zavala, Chair  
Hispanic Heritage Community Celebration  
Administrative Services Director, Scottsdale PD  
8401 E. Indian School Rd.  
Scottsdale, AZ 85251

## Exhibitor Participation Information

### Event Information:

Exhibition Location: Scottsdale Center for the Performing Arts-outdoor mall area  
When: September 27, 2008  
Exhibition Time: Coincide with the event 5pm – 10pm

### Requirements:

- Open to all artists who reside in the state of Arizona.
- Paintings shall not be smaller than 30" x 20" and not larger than 40" x 40"
- Art must reflect the Hispanic culture and must be labeled with the appropriate specifications and artist information.
- Subject matter is open.
- Work must be original.
- A maximum of 3 paintings per artist will be accepted (may be increased based on total number of entries)
- All artwork must be picked up immediately after the exhibition September 27<sup>th</sup>, by 10pm.
- Art exhibitor must sign and return a one-page "Not for Fees" contract outlining the services the exhibitor promises to provide and submit a \$50 check (refundable at end of event).

### Selection Process:

How: Completion of an exhibitor information sheet (attached) and applicable art piece(s)  
Submission Deadline: September 25, 2008 between 9am and 5pm  
Submit to: Police Department-Headquarters,  
8401 E Indian School, Scottsdale, AZ 85251  
Contact: Helen Gandara-Zavala

A designated committee will make the final determination based on the established criteria.

Selected artists are encouraged to attend the exhibition/event and promote their artwork during Community Celebration event time of 5pm-10pm.

The committee reserves the right to reject inappropriate content.

All contact information needs to be delivered along with artwork by September 25<sup>th</sup> to Helen Gandara-Zavala at the City of Scottsdale, Police Department at 8401 East Indian School, Street, Scottsdale, AZ 85251.



# Hispanic Heritage ¡Celebración Comunitaria!

## 2008 Exhibitor Information Sheet



Saturday, September 27, 2008  
Civic Center Mall, 7380 E 2<sup>nd</sup> Street

5:00 p.m. – 10:00 p.m.  
Attendance: 5,000 +

Name (Representative) \_\_\_\_\_ Business Name \_\_\_\_\_

Are you a: Sole Proprietor  Corporation  Other \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone (with area code) \_\_\_\_\_ Night Phone (with area code) \_\_\_\_\_

FAX (with area code) \_\_\_\_\_ E-mail Address \_\_\_\_\_

Pager (with area code) \_\_\_\_\_ Cell phone (with area code) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*How would you like to participate? (Attach an additional sheet if needed.)*

**Fees are due by 8/25/2008, please check one:**

- Food vendor (selling for profit): \$50 (non-refundable)
- Merchandise vendor (selling for profit): \$50 (non-refundable)
- Informational/educational vendor: \$50 (non-refundable)
- Educational art exhibitor \$50 (refundable)

Are you able to provide evidence of insurance as required? Yes  No

The City will provide one 10 x 10 canopy, table and 2 chairs for each vendor. Do you have any electrical hook-up needs? Explain \_\_\_\_\_

**Vendors must provide their own ice and be set up by 3:00 p.m. on Saturday, September 27, 2008**

Food/Merchandise Vendor:	Per Item Size:	Per Item Cost:
Item: _____	_____	\$ _____
Item: _____	_____	\$ _____
Item: _____	_____	\$ _____
Item: _____	_____	\$ _____

Please provide your Scottsdale Transaction Privilege Sales Tax License number: \_\_\_\_\_

List any items you would be willing to distribute as samples at no charge : \_\_\_\_\_

**Educational/Information Vendor:**

Describe what you will distribute: \_\_\_\_\_

List other Festival/Fairs/Events (if any) that you have participated in as a food vendor in the past year, along with names and phone numbers of event promoters, so we may check references (use a separate sheet of paper if necessary):

**Internal Use Only:**

Sole Proprietor Waiver (Y/N)	Scholarship Sponsor (Y/N)	Space Fee	\$
Evidence of Insurance (Y/N)	Trans Priv Number	Transaction/Usage	\$
Information Sheet (Y/N)	Type of add'l power	Other	\$
Revocable Property Permit (Y/N)	Other	Total Fees:	\$

# Scottsdale ¡Celebración Comunitaria!

## Promotional Opportunities

<b>Media</b>	<b>Name</b>	<b>Description</b>	<b>Category</b>	<b>Reach</b>
<b>Television</b>	Channel 11	Scottsdale Update	Commercial Advertisement for 30 Days	15,000 viewers (at any given time)
		Culture Talks	City-sponsored talk show	15,000 viewers (at any given time)
	Television Partner	Event Coverage PSA's Advertising	English Market	
	Television Partner	Event Coverage PSA's Advertising	Spanish Market	
<b>Print</b>	Leisure Lifestyles	Community Publication		100,000 circulation
	Newspaper Partner	Event Coverage PSA's Advertising	English Market	
	Newspaper Partner	Event Coverage PSA's Advertising	Spanish Market	
	Scottsdale Update CityLine	City Publication City Publication	Weekly E-Newsletter Employee Newsletter	1,800+ subscribers 2,000+ employees
<b>Radio</b>	Radio Partner	Event Coverage PSA's Advertising	English Market	
	Radio Partner	Event Coverage PSA's Advertising	Spanish Market	
<b>City of Scottsdale</b>	Water Bill Insert	Promotional Ad		91,500 mailings
	Event Banner	Outdoor Signage	Scottsdale/Osborn Roads, prior to and during event	35,000 vehicles daily
	On-Hold	City Telephone HOLD System		25,000+ listeners