



City of Scottsdale/Human Relations Commission

Hispanic Heritage ¡Celebración Comunitaria!

"Putting Education First"

2008 Sponsor Information Packet

Dear Potential Contributor,

On September 27, 2008, the City of Scottsdale along with the Human Relations Commission will be hosting its sixth annual Hispanic Heritage Community Celebration (Celebración Comunitaria) at the Scottsdale Civic Center Mall. This celebration emphasizes the importance of the 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.
- Children's educational and fun activities, 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 educational objectives is the dissemination of youth scholarships. Your contributions will contribute directly to this wonderful opportunity. 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, support, and sponsorship in this growing and rich cultural family celebration. A detailed description of sponsorship 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, feel free to contact me at 480.312.2038 or LWalton@ScottsdaleAZ.gov or Helen at 480.312.1905 or HGandara@Scottsdaleaz.gov. Thank you for your time and consideration.

Sincerely,

Linda G. Walton, Diversity Consultant
Office of Diversity & Dialogue
City of Scottsdale
7575 East Main Street
Scottsdale, AZ 85251

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

Official Corporate Sponsorship Package

We are pleased to offer you this opportunity to take part in Scottsdale's Hispanic Heritage Celebration as a sponsor. This celebration emphasizes the importance of Hispanic culture and the significance of Hispanic Heritage Month. *Scottsdale Celebración Comunitaria* is a festival designed to honor and celebrate the diversity of the Hispanic culture and to provide information about the various services and programs. The event has drawn a multi-generational family crowd that celebrates the traditions and contributions of the Hispanic community.

Ways to Team Up With Us

If you or your organization is interested in providing financial support for Scottsdale's Celebración Comunitaria, you can do so through the following levels:

Gold – Hispanic Heritage Title Sponsor with contributions of \$10,000+ receive:

- Company banner (provided by sponsor) prominently displayed on main stage
- Sponsor booth provided for company promotion
- Recognition as Scholarship sponsor
- Name and logo included in print, broadcast and promotional material
- Sponsor's name announced continually on stage

Silver – Hispanic Heritage Sponsor with contributions of \$5,000 to \$9,999 receive:

- Name and logo displayed on Signage on stage
- 10'x10' booth for company promotion
- Recognition as Scholarship sponsor
- Name and logo included in marketing and advertising
- Sponsor's name announced on stage

Bronze – Hispanic Heritage Sponsor with contributions of \$3,000 to \$4,999 receive:

- Name and logo displayed on signage at the event
- Recognition as Scholarship sponsor
- Name and logo in print and promotional material
- Sponsor's name announced on stage

Amigo – Hispanic Heritage Sponsor with contributions of \$250-\$2,999 receive:

- Sponsor's name announced on stage
- Name and logo included in print and promotional material

In-Kind service – Hispanic Heritage Sponsor with In-Kind contributions receive:

- Sponsor's name announced on stage
- Name and logo included on print and promotional material

If you are interested in being a sponsor for our event, please complete the attached information form and return it as soon as possible preferably by July 31, 2008 to:

City of Scottsdale, Office of Diversity & Dialogue, 7575 East Main Street, Scottsdale, AZ 85251

Scottsdale ¡Celebración Comunitaria!

Promotional Opportunities

Media	Name	Description	Category	Reach
Television	Channel 11	Scottsdale Update	Commercial Advertisement for 30 Days	15,000 viewers (per airing)
		Culture Talks	City-sponsored talk show	15,000 viewers (per airing)
	Television Partner	Event Coverage PSA's Advertising	English Market	
	Television Partner	Event Coverage PSA's Advertising	Spanish Market	
Print	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	
	City Update	City Publication	Weekly E-Newsletter	1,800+ subscribers
	CityLine	City Publication	Employee Newsletter	2,000+ employees
Radio	Radio Partner	Event Coverage PSA's Advertising	English Market	
	Radio Partner	Event Coverage PSA's Advertising	Spanish Market	
City of Scottsdale	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



Hispanic Heritage ¡Celebración Comunitaria! 2008 Sponsor Information Sheet



Name (representative) _____ Business Name _____

Are you a: Sole Proprietor _____ Corporation _____ Other _____ What? _____

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 _____

Estimated	Date	Total Hours	Attendance
Celebración Comunitaria, Civic Center Mall	Saturday, September 27, 2008	5:00 p.m. -10:00 p.m.	5,000

How would you like to participate?

X	Level*	\$ Range	Monetary or In-Kind	Total Donation
	Gold	\$10,000 or more		
	Silver	\$5,000 to \$9,999		
	Entertainment	\$3,000 to \$4,999		
	Amigo	\$250 to \$2,999		
	In-Kind			

*As described in the Sponsor Information Pamphlet

If you are providing in-kind donations, please itemize donation below.

Description	Quantity	\$/unit	Total Value

List any items you would be willing to distribute as samples at no charge (**Note: distribution of information, food or merchandise will require the sponsor to submit evidence of liability and workers' compensation insurance. Please see the attached sheet outlining insurance requirements.**)

Do you have any electrical hook-up needs? Explain?

Do you need to reserve a canopy from the City (included with Gold and Silver sponsorships)? _____ The City can provide one 10 x 10 canopy for Bronze and Amigos sponsors for a fee of \$50. **Fee is due, with this form by July 31, 2008.** Booths must be set up by 3:00 p.m. on Saturday, September 27, 2008.

Internal Use Only:

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

Insurance and Indemnification:

- a) To the fullest extent permitted by law, Sponsor, its successors, assigns and guarantors, shall defend, indemnify and hold harmless City of Scottsdale, its agents, representatives, officers, directors, officials and employees from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expense, related to, arising from or out of, or resulting from any negligent or intentional actions, acts, errors, mistakes or omissions caused in whole or part by Sponsor relating to work or services in Sponsor's participation in the 2008 Celebración Comunitaria event, including but not limited to, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable and any injury or damages claimed by any of Sponsor's employees.
- b) Insurance provisions set forth below are separate and independent from the indemnity provision of Paragraph "a", above, and shall not be construed in any way to limit the scope and magnitude of the indemnity provisions. The indemnity provisions shall not be construed in any way to limit the scope and magnitude and applicability of the insurance provisions.
- c) Sponsor shall carry types of insurance and limits of liability, including but not limited to: Commercial General Liability insurance for \$300,000 each occurrence; \$300,000 Products-Completed Operations Aggregate; and \$300,000 General Aggregate; and Automobile Liability insurance for \$100,000 each accident. If the Sponsor is not subject to Arizona Workers' Compensation statutes, then Sponsor shall sign the City of Scottsdale Sole Proprietor Waiver. If the Sponsor is subject to Arizona Workers' Compensation statutes, then Sponsor shall provide City of Scottsdale with evidence of Workers' Compensation and Employers Liability insurance. City of Scottsdale shall be cited as an Additional Insured under Commercial General Liability and Automobile Liability insurance. All aforementioned insurance policies, including Workers' Compensation, shall waive rights of recovery against City of Scottsdale and its agents.
- d) No later than September 19, 2008, Sponsor must submit a Certificate of Insurance or other evidence of insurance acceptable to City reflecting the above insurance coverage and the Sole Proprietor Waiver, if applicable. Please call Sue Welch at 480-312-2509 if you have questions about this requirement.