



Fiesta Spokane Run

Hispanic Heritage Month 2015

Event Proceeds to Benefit Scholarships

Corporate Sponsorship Package

Presented by the Latino Hope Foundation



LatinoHopeFoundation



CITY OF SPOKANE
808 W. SPOKANE FALLS BLVD
SPOKANE, WASHINGTON 99201
509.625.6326

July 1, 2015

Dear Business Leader,

In November of 2013, we renewed our focus on regional partnerships and cultural diversity needs.

We made a commitment to reach out to the diverse ethnic community of Spokane to encourage inclusiveness and recognition of the significance of the rich ethnic heritage of the people of Spokane. We need your help. Sponsorships range from \$200 to \$3,000. In partnership with the Latino Hope Foundation and the Fiesta Spokane Planning Committee we have several activities planned for September, including a 5k/10k race, which is described in the enclosed materials. Please consider supporting the city's efforts through a sponsorship commitment. Your support is a key to our success.

Beginning last September, the city planned multiple community events in celebration and recognition of various cultural groups, including, but not limited to Native American, Hispanic, African American, and Pan-Asian. Events included festivals, history awareness campaigns, galas to celebrate ethnic leaders, fundraisers to support educational opportunities for underprivileged youth, as well as ethnic food and art appreciation.

None of this will be possible without the support of the people in our community and our community businesses. The city is acting as the facilitator to help organize, plan, and carry out these events, however no city government funds will be used in connection with these events, nor will the city receive any funds as a result of these events.

It is an exciting time to live and work in the City of Spokane. We are working tirelessly to make Spokane the City of Choice. Your support is truly appreciated.

Most Sincerely,

Mayor Condon
City of Spokane

Planning Entities



City of Spokane

Mayor David Condon

Spokane City Council

Ben Stuckart – Council President

Amber Waldref – District 1

Mike Fagan – District 1

John Snyder – District 2

Mike Allen – District 2

Candace Mumm – District 3

Karen Stratton—District 3

City

Gloria Ochoa-Bruck
Director of Local Government and
Multicultural Affairs

Intern

Cory Mack

Board of Directors

Kelly Alvarado

Ana Chavez

Kim Davis

Sergio De Leon

Alvaro Figueroa

Vanessa Gonzalez

Christina Gross

Jorge Guerrero

Monique Guillen

Juanita Jasso

Karla Muniz

Gloria Ochoa-Bruck

Yvonne Smith

Eric Thompson

Dr. Francisco Velazquez

Angela Vera Webster

Lisa White



Celebrating Hispanic Heritage

About the Foundation



The Latino Hope Foundation (LHF) is a non-profit organization that strives to invest in the future of Latino students and to help build a Spokane where they will be proud to live, work and invest in.

The Latino Hope Foundation was founded to accomplish two things:

1. Establish a scholarship fund that will financially support Latino students attending Gonzaga University, Eastern Washington University, Whitworth University, Washington State University-Spokane, Spokane Falls Community College and Spokane Community College.
2. Educate the community about the Latino culture and heritage through the arts, music, cultural celebrations and sharing of historical contributions Latinos have made building this great country and to strengthen and foster understanding and acceptance and reduce bias and prejudice against the Latino community.



As a way to promote Hispanic Culture in the Spokane community, the LHF holds various events throughout the year. Among these, **Fiesta Spokane** is by far the most prominent and its popularity is growing. This is an exciting time for Spokane and it's a great opportunity to invest in highlighting, celebrating and honoring the rich culture in our city.

Sincerely,

Latino Hope Foundation

Fiesta Parade by Marilyn Smith

About Fiesta Spokane



Last year the City of Spokane launched a series of events to celebrate the city's multicultural heritage. The first of these celebrations will occur during the month of September in honor of Hispanic Heritage Month. The support from the city residents and business, civic, healthcare and education communities is invaluable in making these celebrations a reality. Everyone is invited to participate.

With our second Fiesta Spokane, the City is committed to demonstrating to our community that we are dedicated to honoring our rich cultural heritage.

Signature Fiesta Spokane Events

Tuesday, September 1st: Fiesta Spokane Proclamation

A commencement event at the River Park Square Mall to formalize September as Hispanic Heritage Month in Spokane.

Saturday, September 19th 9am-noon: Fiesta Spokane 5k/10k

A family friendly event hosted in Riverfront Park. This scenic 5k/10k will take runners around the park starting at the Gondola Meadow, running on the Centennial trail and finishing at the Heritage Festival.

Saturday, September 19th noon-8pm: Heritage Festival

A family friendly event hosted in Riverfront Park's Gondola Meadow. This event will feature delicious food, mariachi music, dancing, entertainment, fun crafts, and a children's carnival! Everyone welcome.

Saturday, September 26th 5:30-9:00pm: LHF Encanto Gala

The Latino Hope Foundation Encanto Gala is an evening of celebrating our Latino culture, honoring our community leaders and organizations that support our Latino community and supporting access to higher education for our Latino students. A silent auction and cocktail hour will be followed by an elegant dinner and end with a night of dancing to the celebrated local musical group Milonga.

Proceeds from the dinner and auction will go towards scholarships that will awarded to students during the month of May to students attending Gonzaga University, Eastern Washington University, Whitworth University, WSU-Spokane, Spokane Falls Community College and Spokane Community College

Sponsorship Tiers



Palatino (Title) Sponsor—\$3,000

This tier is open to two companies/donors

1. Official sponsor of the t-shirts for race.
 2. Official sponsor of the race.
- Promoted on all advertising, website, and event promotions printed after sponsorship date
 - Recognition at all events via signage and event MC
 - Preferred space reserved under sponsors tent at Festival event
 - Prominently promoted on all advertising, website, and event promotions printed after sponsorship date
 - Receive vinyl decal of event logo.
 - Right of first refusal to continued sponsorship for next year

Oro Sponsor —\$1,500

This tier is open to multiple companies/donors

- Promoted on some advertising, the website, and event promotions printed after sponsorship date
- Space reserved under sponsor tent at Festival event
- Recognition at some events via signage, event MC
- Logo on display at check-in during events
- Receive vinyl decal of event logo.
- Right of first refusal to continued sponsorship for next year

Amigo Sponsor—\$500

This tier is open to multiple companies/donors

- Sponsor promoted on website, and event promotions printed after sponsorship date.
- Company logo on display at check-in during events
- Receive vinyl decal of event logo.

Fiesta Sponsor—\$200

This tier is open to multiple companies/donors

- Company logo on display at check-in during events
- Receive vinyl decal of event logo.



Sponsorship Form



Sponsorship Level (Please check one):

- ☐ **Platino Sponsor - \$3,000**
- ☐ **Oro Sponsor - \$1,500**
- ☐ **Amigo Sponsor - \$500**
- ☐ **Fiesta Sponsor - \$200**

Company Name (as you would like to be listed):

Contact Name _____

Address: _____

Zip: _____ Phone: _____

Email: _____

Website: _____

Please return completed form to:

Gloria Ochoa-Bruck
808 W. Spokane Falls Blvd, 7th Floor
Spokane, WA. 99201

Make Checks Payable to: Latino Hope Foundation (LHF)

E-mail logo to:

gochoabruck@spokanecity.org

Questions? Please contact

Gloria Ochoa-Bruck at (509) 625-6236
or **Alvaro Figueroa** at (509) 380-6555