



2023 EL PUENTE FEST SPONSOR OPPORTUNITIES

The mission of Cultural Coalition, Inc is to foster community engagement and provide unique cultural programs dedicated to the promotion, education and development of Indigenous arts and artists in Arizona. Each year, Cultural Coalition serves over 20,000 people throughout Arizona at its free festivals, after school programs, and community engagement programs.

Sponsors of El Puente Festival have the opportunity to reach over 5,000 families from the Tempe and greater Phoenix area.



A free event at Tempe Center for the Arts, this youth-centric, family focused event will take place on **Sunday, April 2, 2023.**

Featuring performances from youth groups across the Valley, the festival is a multi-generational event that connects attendees of all ages with young musicians, dancers, and artists in our community.

As a sponsor, your support:

- Keeps the festival free to our community
- Supports Youth Mariachi Music Groups
- Supports Youth Ballet Folklorico Companies
- Provides free hands-on arts and craft activities
- Increases accessibility for low-income families to arts and culture resources



In addition to showcasing youth performers, our attendees often return for our participatory activities. El Puente Festival has free arts and craft activities, access to free books, and a community procession with dancers, drummers, and giant puppets that EVERYONE is invited to join as we cross the Tempe Town Lake bridge, “el puente”, to close the festival.

Favorite part of El Puente Festival?

“The sense of community and love of art and creativity” - Marshall V.

“The activities with the children were the best part because I have a 3 year old.” - Roxanne

“Fun for visiting with my grandkids” - Anonymous

“The Bridge parade with all the puppets!” - Jose

WE VALUE OUR SPONSORS



**Comunidad
Level
\$5,000**

All sponsorship benefits from previous levels plus (limited to one per industry):

- Recognition as presenting sponsor in all printed promotional materials (i.e. El Puente brought to you by "company name"; Print deadline: February 1, 2023)
- Listed as sponsor on all press and media releases
- Logo on Cultural Coalition website homepage for one year
- Logo on key festival signage
- Premium booth (upgraded to 10x20) placed in high traffic area visible from stage

**Familia
Level
\$2,500**

All sponsorship benefits from previous levels plus:

- Individual thank you social media post following the event
- Upgraded 10x10 space (includes 1 table and 2 chairs)
- Recognized as sponsor from stage to audience of over 5,000 attendees
- Logo included in wrap video uploaded to YouTube Channel with over 400 Subscribers

**Amigo
Level
\$1,000**

All sponsorship benefits from previous level plus:

- Additional social media recognition - listed as sponsor in event promoted posts
- Recognition in two event promotional email newsletters
- 10x10 vendor space (must bring own tables/chairs)
- Logo on printed promotional materials

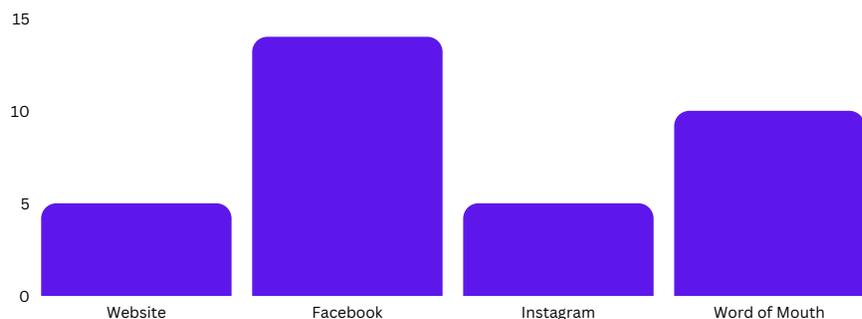
**Aliado
Level
\$500**

Sponsorship includes:

- Recognition in one event promotional email newsletter sent to over 3,100 households
- Recognition in one event promotional social media post - reaching over 8,200 followers on Facebook, Instagram, Twitter & TikTok
- Logo on event landing page on Cultural Coalition website

Sponsorship Commitment Deadline: March 3, 2023

**How Did You Hear
About the Festival?
2022 Survey Results**



YOUR SUPPORT IS VITAL TO OUR MISSION



Sponsorship dollars are critical to continue building our capacity and enhancing the quality of experiences we provide for artists and attendees, both in person and virtual.

We are dedicated to keeping our cultural festivals and educational programs available to all by offering free events in public spaces, while also increasing event accessibility through online streaming, and building a library of event video content.

Creative placemaking in our communities enables us to foster arts engagement and provide unique cultural programs by:

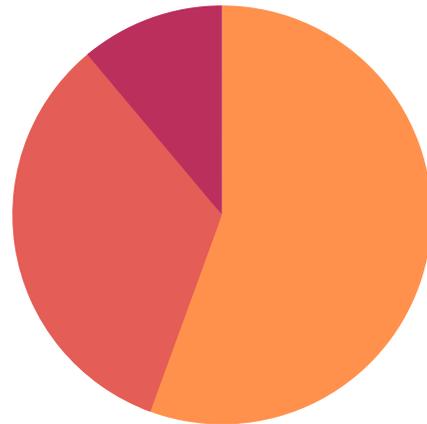
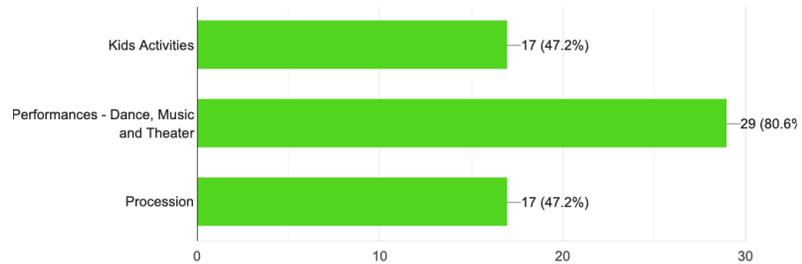
Strengthening the role of parks and open spaces as an integrated part of comprehensive community development.

Advancing arts and culture based approaches to park making, thereby creating social connections within and between communities.

Prioritizing the role of parks as cultural products unto themselves, as important sites for civic gathering, and activity.

Fostering innovation, design excellence, and nurturing beauty in community parks and open spaces.

What did you enjoy most about today's event?

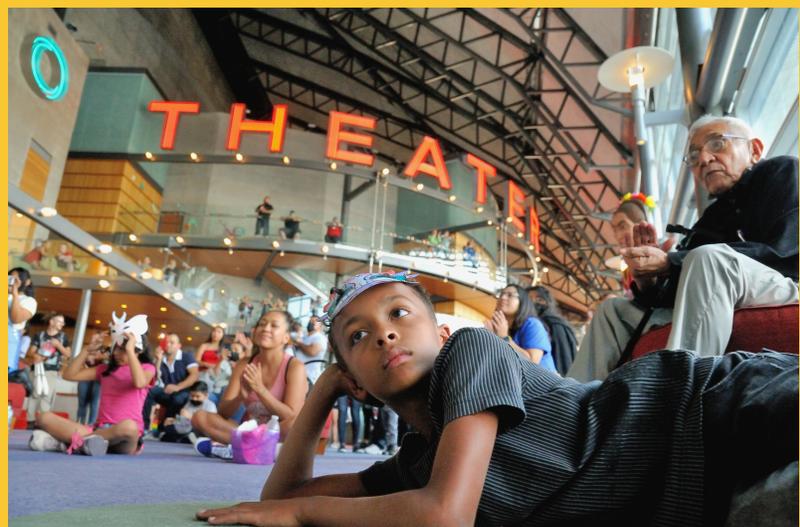


50% Discovered the event through social media, 30% word of mouth, 10% other (website, calendars, media)

72% of attendees self-identified ethnically as Latinx or other BIPOC
60% 1st time attendees

Attendee Zip Codes:

Phoenix/Glendale	32%
Chandler/Gilbert	21%
Mesa	19%
Tempe	16%
Chandler/Gilbert	21%
Scottsdale	8%
Outside Maricopa County	4%





Sponsors are Fundamental!

Your Support:

- Provides multidisciplinary art experiences that are culturally enriching and instill pride, respect, and understanding to audiences of 5,000+ youth and multi-generational families.
- Empowers over 100 local artists and performers to share their talents.
- Provides free arts education outreach, hands-on activities, and creative expression for school-aged youth from low income communities of color.
- Exposes communities to new and diverse cultures through dance, music, art, storytelling, crafting, and acting.



CULTURAL COALITION

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#LaCulturaCura
#ElPuenteFest

