



2024 EL PUENTE FEST SPONSOR OPPORTUNITIES

Cultural Coalition, Inc's mission is to connect communities and generations to ancestral knowledge and practices through artistic cultural preservation and programs that celebrate Chicano, Latiné, and Indigenous heritages. Each year, Cultural Coalition serves over 20,000 people throughout Arizona at its free festivals, after school programs, and community engagement outreaches.

Sponsors reach over 5,000 families from the Tempe and greater Phoenix area.



Over 30% of our attendees return each year to take part in our art activities. El Puente Festival has free arts and craft activities, and access to free books. Plus 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", symbolizing our connection of cultures through generations.

A free event at Tempe Center for the Arts, this youth-centric, family focused event will take place on **Sunday, April 21, 2024.**

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

Support from El Puente Sponsors:

- Keep the festival free to our community.
- Support Youth Mariachi Music Groups.
- Support Youth Ballet Folklórico Troupes.
- Provide free hands-on arts activities.
- Increase accessibility for low-income families to engage with local arts and culture resources.



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: March 1, 2024)
- Listed as sponsor on all press and media releases
- Logo on Cultural Coalition website homepage for one year
- Logo on all festival signage
- Premium booth space includes tables & chairs (upgraded to 10x20)

**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 950 Subscribers

**Amigo
Level
\$1,000**

All sponsorship benefits from previous level plus:

- Name recognition as sponsor in any paid advertisements (print & digital)
- Recognition in two promotional email newsletters for event
- 10x10 vendor space (must bring own tables/chairs)
- Logo on printed promotional materials (print deadline March 1, 2024)

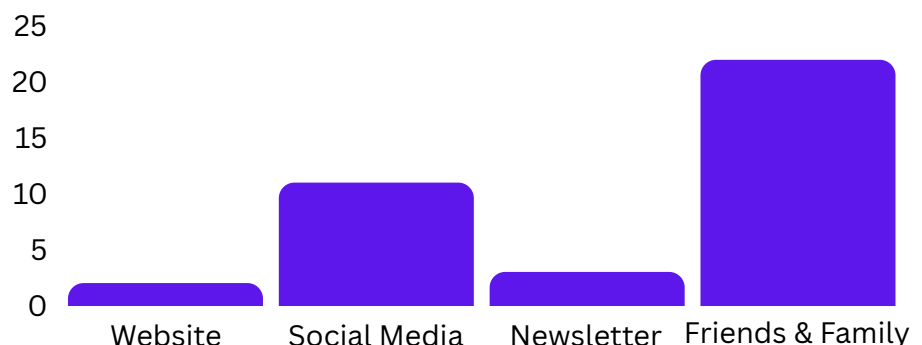
**Aliado
Level
\$500**

Sponsorship includes:

- Recognition in one event email newsletter sent to over 3,500 households
- Recognition in one event social media post - reaching over 10,000 followers on Facebook, Instagram, Twitter & TikTok
- Logo on event landing page on Cultural Coalition website

Sponsorship Commitment Deadline: March 22, 2024

**How Did You Hear
About the Festival?
2023 Survey Results**



YOUR SUPPORT IS VITAL TO OUR MISSION

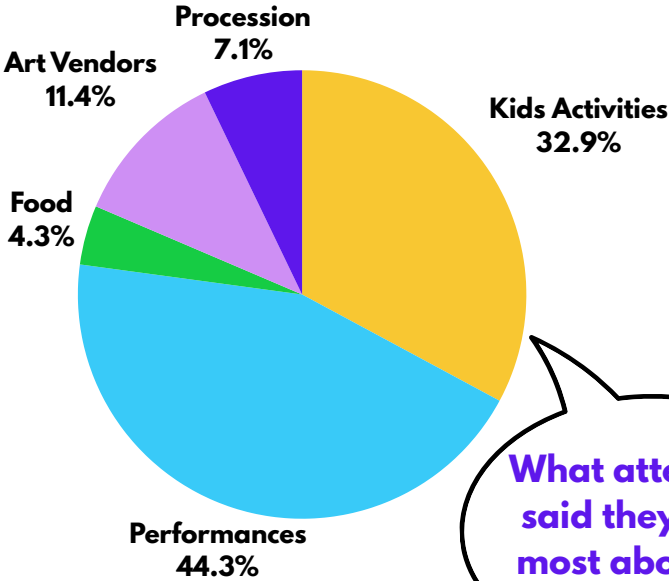


Sponsorship dollars are critical to continue building our capacity and enhancing the quality of experiences we provide for artists and attendees, both in person and virtual.

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 and nurturing beauty in community parks and open spaces.



What attendees said they liked most about the Festival!

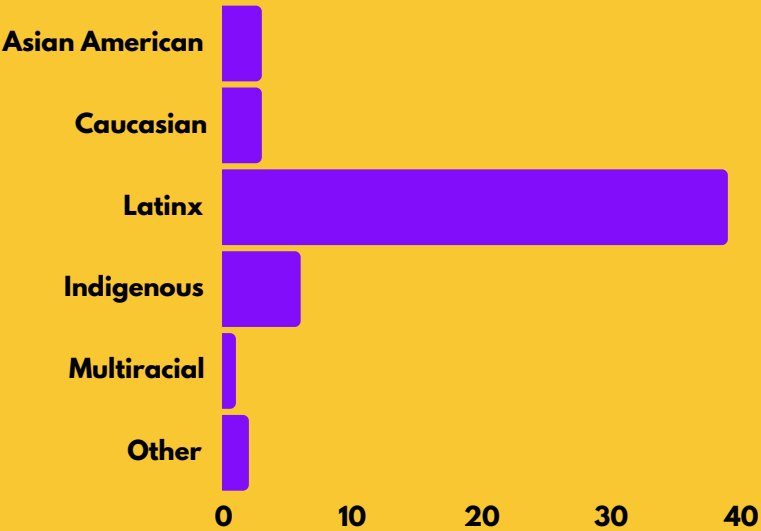


72% of attendees self-identified as Latiné or other BIPOC

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

**TO BECOME A
SPONSOR,
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#LaCulturaCura #ElPuenteFest

culturalcoalition.com