

HOLA FESTIVAL

Saturday,
September 24, 2011

The HoLa Festival, reaching its 12th year, is known for its rich mix of music, dance, and authentic food. Also known are the *HoLa Countries and Heritage* activities (a virtual travel through Latin America and Spain), and the *Parade of Nations* (a visual treat that highlights the variety of colorful costumes of Spain and Latin America).

This festival, had an attendance of 20,000 people last year, about 40% Hispanic, is an annual celebration of diversity and a cultural salute to our East Tennessee community.

NEW LOCATION: Depot Ave. by old REGAS Restaurant, in Knoxville's beautiful and historic downtown Art District.



HoLa Hora Latina is a 501(c)3 non-profit organization dedicated to art, education and culture. Our mission is to build cultural and communication bridges of Hispanics with the community at large, serving the Knoxville metro area since 1992.



This street festival invites families to enjoy a day of culture, fun, and entertainment. Admission is free, providing a great educational experience. Children's Activities, International Bazaar with demonstrations, a Community Fair, and a superb opportunity to introduce your business to the international and Hispanic communities.

We invite you to join us in this cultural tradition in Knoxville. Become a sponsor member of the HOLA family! Information on the different levels of sponsorship follows.

We also have opportunities for advertising in our bilingual Resource Guide and Spanish Radio show.

For further information: www.holafestival.org



100 S. Gay Street · Suite 109 · Knoxville, TN 37902 · (865) 335-3358
 PO Box 32192, Knoxville, TN 37930-2192 · www.holaknoxville.org

HOLA FESTIVAL Sponsorship Benefits

For further information, please contact Belinda Woodbury at (865) 335-3358 at info@holafestival.org

Corporate Sponsorship Levels	<i>New 2011</i> Universal/ \$30,000	Platinum/ \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Copper \$1,000
Identification as Presenting Sponsor through promotional signs displayed at HoLa Festival (provided/placed by sponsor)	√					
Media interventions plus opportunity to address guests at HHM* Inaugural Ceremony, and at the Festival	√					
Bilingual Video advertising displayed year round at CASA HOLA (Emporium Center)	√					
Logo displayed in HoLa's holaknoxville.org website, T-shirts, advertising brochure	√					
Recognition at HoLa's own SABOR y SALUD weekly Spanish radio program	Year-round	HHM*				
Industry exclusivity at HoLa Festival	√	√				
Logo on home page holafestival.org website and printed media advertisements	√	√	√			
Ad in HoLa Information Guide** (HoLa membership included)	Full color inside cover (a \$1000 value)	Full color page** (a \$500 value)	Half color page** (a \$350 value)			
Mention from the Main Stage	√	√	√			
Logo on poster and Resource Guide cover	√	√	√	√		
Logo on large banner above Main Stage	√	√	√	√		
Recognition at the HHM Inaugural Ceremony	VIP	√	√	√	√	
Logo on HoLa Festival website-Sponsor Page	√	√	√	√	√	
Acknowledgment in Information Guide	√	√	√	√	√	√
Invitations to Hispanic Heritage Month Opening Ceremony	10	6	5	4	3	2
Booth at the Festival***	Two 20x10 Spaces (\$1500 value)	20x10 (\$800 value)	10x10 (a \$350 value)	50% off	25% off	√

*HHM = Hispanic Heritage Month

** For cash sponsors only. See attached form for advertisement prices. Deadline for submission of ads is July 31, 2011.

*** 10'x10' standard booth space available **only** to sponsors.

2011 HOLA FESTIVAL SPONSOR LEVELS



New Category for 2011*

Universal / Presenting Sponsor - \$30,000 or more

All the benefits of Platinum Level, plus:

Identification as Presenting Sponsor of the HoLa Festival including promotional signs placed at Festival (provided and placed by Presenting Sponsor)

Media interventions, plus opportunities to address guests at HHM inaugural ceremony and Festival Year-round weekly recognition at HoLa's own SABOR Y SALUD Spanish radio program

Bilingual video advertising displayed year-round at CASA HOLA (at the Emporium Center)

Logo displayed on holaknoxville.org website, T-shirts, and advertising brochure

Full color inner cover advertisement in 2011 HoLa Information Guide (a \$1,000 value)

One preferred table (10 guests) at Hispanic Heritage Month Inaugural Ceremony

Two (20' x 10') premium spaces at HoLa Festival (a \$1,500 value)

Right of first refusal for 2012 Presenting Sponsor

Platinum - \$15,000 or more

All benefits of Gold Level, plus:

Option for Industry Exclusivity at HoLa Festival

Weekly recognition at HoLa's own SABOR Y SALUD Spanish radio program during Hispanic Heritage Month

One booth space (up to 20' x 10') at Festival (a \$800 value)

Full color page advertisement in 2011 HoLa Information Guide (a \$500 value)

One preferred table (6 guests) at Hispanic Heritage Month Inaugural Ceremony

Gold Sponsor - \$10,000

All benefits of Silver Level, plus:

Logo on home page at holafestival.org and printed media advertisements

One booth space (10' x 10') at Festival (a \$350 value)

Half color page advertisement in 2011 HoLa Information Guide (a \$350 value)

Five (5) guests at the Hispanic Heritage Month Inaugural Ceremony

Silver Sponsor - \$5,000

All benefits of Bronze Level, plus:

Corporate logo on HoLa Festival on large banner at main stage

Corporate logo on poster and on cover of the 2011 HoLa Information Guide

Opportunity to have booth space at Festival with a 50% discount (cost \$175)

Four (4) guests at the Hispanic Heritage Month Inaugural Ceremony

Bronze Sponsor - \$2,500

All benefits of Copper Level, plus:

Logo on Sponsor page at holafestival.org

Opportunity to have booth space at Festival at a 25% discount (cost is \$260)

Recognition at the Hispanic Heritage Month Inaugural Ceremony

Three (3) guests at Hispanic Heritage Month Inaugural Ceremony

Copper Sponsor - \$1,000

Listing at the Sponsor page at holafestival.org

Logo in presentation at the Hispanic Heritage Month Inaugural Ceremony

Opportunity to have booth space at Festival (cost is \$350)

Two (2) guests at the Hispanic Heritage Month Inaugural Ceremony

Description paragraph in the 2011 HoLa Information Guide

Supporter - \$500

Listing at the Sponsor page at holafestival.org

Mention in Supporter list at the 2011 HoLa Information Guide

One (1) guest at the Hispanic Heritage Month Inaugural Ceremony

Friend of HoLa - \$250

HoLa membership

Mention in Friend Sponsor list at the 2011 HoLa Information Guide

We value your support and will work with you to craft sponsor benefits that match your needs whenever possible.



Sponsorship and Advertisement Form

Company / Contributor Name: _____ ("Sponsor")

Authorized Person: _____ Title: _____

Primary Contact: _____ Contact email: _____

Address: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Web Site: _____

Corporate Sponsorship Levels

Rate*

- Universal Presenting \$30,000
- Platinum \$15,000
- Gold \$10,000
- Silver \$5,000
- Bronze \$2,500
- Copper \$1,000
- Supporter \$500
- Friend of HoLa \$250
- Other _____

*Does this value include in-kind contributions?

No Yes

If yes, please list and value the in-kind contributions

Festival Booth Space (10'x10')**

Fee

- Platinum Presenting FREE
- Gold FREE
- Silver \$175
- Bronze \$260
- Copper \$350

**Does your booth need electricity?

No Yes

Please describe power and special needs

I will provide my company tent

HoLa Guide Advertising***

Fee

- Outer back cover \$1,000
- Inner back cover \$750
- Full page (4 3/4" x 7 3/8") \$500
- Half page (4 3/4" x 3 5/8") \$350
- Business Card (2" x 3") \$150

***Can you provide a camera-ready Hi RES (pdf, .tif or .eps) file at 300 dip at 100% size via disk or email?

No Yes

If your ad is not camera-ready, a graphic design fee will apply, you will be contacted by our graphic designer.

Payment must be received in order to ensure cover ad.

Graphic Designer: _____ Contact email: _____

TOTAL ENCLOSED \$ _____

**Please make checks out to HoLa Hora Latina, and send to PO Box 32192, Knoxville, TN 37930-2192
Sponsor logos and camera-ready advertisements are due July 31, 2011**

Sponsor agrees to support HoLa Hora Latina at the Sponsorship Level and Rate indicated above, and agrees to the Terms and Conditions of this Sponsorship Agreement.



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Sponsorship Agreement

Terms and Condition

Benefit Definitions & Details

- **Industry Exclusivity** is defined as being the only provider from a specific industry to provide a specified good or service. Examples: "The official water of the HoLa Festival." or "The official airline of the HoLa Festival." or "The official bank of the HoLa Festival." Subject to availability. Terms, limitations, and conditions apply. Please contact a member of the Sponsor Support Team for details and to secure your industry exclusivity.
- **Logos:** your organization logo must be provided in camera-ready art form for both web and print publications, by July 31, 2011.
- **HoLa Program and Resource Guide:** annual publication produced exclusively for HoLa and distributed throughout the metropolitan area and at events.

Sponsorship. HoLa Hora Latina will furnish Sponsor with the sponsorship rights and amenities for the 2011 HoLa Festival according to the Sponsorship Level selected and paid for by Sponsor.

Term. The term of this Sponsorship Agreement begins on the Effective Date and terminates upon the conclusion of 2011 Hispanic Heritage Month, on October 15, 2011 "The Term").

Payment. Sponsor will pay the Rate (less the value of any in-kind contribution) and any additional contribution within thirty (30) days after its receipt of an invoice from HoLa Hora Latina for its sponsorship in accordance with this Sponsorship Agreement, but no later than July 31, 2011.

Trademarks and Copyrights. Use of Event Marks. HoLa Hora Latina grants Sponsor, during the Term and for 30 calendar days thereafter, a non-exclusive license to use "2011 HoLa Festival" and its variations in the same form they are provided by HoLa Hora Latina (the "Event Marks") in connection with the Sponsor's Hispanic Heritage Month's activities in a manner consistent with HoLa Hora Latina's guidelines for use of the Event Marks, this Sponsorship Agreement, and the Sponsor's Sponsorship Level. Sponsor will comply with HoLa Hora Latina's reasonable requests regarding the use of the Event Marks.

Use of Sponsor Marks. Sponsor grants to HoLa Hora Latina a non-exclusive, royalty-free license to use the Sponsor marks attached to Annex B in camera-ready format (the "Sponsor Marks"): (i) during the Term in connection with HoLa Hora Latina's promotional and publicity activities, including print, video, and electronic materials, for the 2011 HoLa Festival; and (ii) after the Term in reference to Sponsor's sponsorship of the 2011 HoLa Festival.

Event Contents. Sponsor may photograph or otherwise record its presence at the 2011 HoLa Festival, but will not otherwise record or reproduce any portion of the 2011 HoLa Festival, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format without HoLa's prior written consent. Sponsor's actions to photograph or otherwise record its presence will take place only in the public access areas of 2011 HoLa Festival and will not interfere with the normal operations of the event.

Liability. Neither HoLa Hora Latina nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will HoLa Hora Latina be liable for lost profits or other special or consequential

damage. The foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.

Reschedule or Cancellation. Presently, the 2011 HoLa Festival is scheduled to take place on September 24, 2011. HoLa Hora Latina reserves the right to reschedule, relocate or cancel the 2011 HoLa Festival or any individual events comprising it if necessary for any reason, including:

(i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with the applicable authorities on any issue related to the 2011 HoLa Festival; or (iv) acts of God or any other cause beyond HoLa Hora Latina's reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe.

If the 2011 HoLa Festival is cancelled in whole, HoLa Hora Latina will issue refunds a prorated amount, based on sponsorship amounts actually paid, of the total sponsorship fees received less the expenses incurred by HoLa Hora Latina. No further refunds or other amounts will be due from HoLa Hora Latina for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee paid.

Termination. HoLa Hora Latina reserves the right to accept or reject sponsors in its sole discretion. HoLa Hora Latina may terminate this Sponsorship Agreement at any time, in which case Sponsor's rights to use the Event Marks will terminate immediately, and HoLa Hora Latina will refund to Sponsor any amounts paid to HoLa Hora Latina and return any in-kind contribution received by HoLa Hora Latina (or equivalent value), under this Sponsorship Agreement.

Tax Status. HoLa Hora Latina is a registered 501(c)(3) non-profit organization

Miscellaneous. This Sponsorship Agreement represents the entire agreement between HoLa Hora Latina and Sponsor, and there is no other agreement or warranty between the Sponsor and HoLa Hora Latina. This Sponsorship Agreement establishes a non-exclusive relationship between Sponsor and HoLa Hora Latina, and HoLa Hora Latina retains the right to enter into other Sponsorship Agreements at its discretion. If a Presenting Level sponsor reasonably believes that another Sponsorship Agreement conflicts with its right to industry exclusivity, HoLa Hora Latina will work with the Presenting Level Sponsor to reach a commercially reasonable solution. All legal matters pertaining to the 2011 HoLa Festival and this Sponsorship Agreement will be governed by and construed under the laws of the Tennessee without regard to any provision of Tennessee that would require or permit the application of the substantive law of another jurisdiction. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for D.C. for any actions arising out of or relating to this Sponsorship Agreement.

This Sponsorship Agreement may be executed in multiple counterparts, each of which will be considered an original and all or any one of which constitute one and the same agreement. Facsimile or email copies will be treated as originals for these purposes.

This Sponsorship Agreement is personal to the parties and neither party may assign it without the prior written consent of the other party.

