



Frequently Asked Questions

1. Is HoLa classified as a 501(c)3 organization?

Yes, HoLa Hora Latina is a 501(c)3 non-profit organization and we will be happy to provide you with a copy of the IRS determination letter.

2. What HoLa's mission and some of your programs?

HoLa Hora Latina is an art, cultural and educational non-profit organization. It is Knoxville's oldest grassroots Hispanic organization. Our mission is to build art, cultural and communication bridges between Latinos and the community at large, to promote education, participation and leadership, and to encourage Unity in the Community.

Our current programs include art, cultural activities at CASA HOLA (at the Emporium Building, 100 S Gay Street, Knoxville, TN 37902), such as First Fridays, Latino art exhibits, Spanish Movie nights, events and celebrations such as Hispanic Heritage Month, Children's Day, etc. educational activities such as workshops, Essay Contest, Holita (program for young bilingual families), and information such as the Sabor y Salud radio program and our Information Guide, which bring resources to newcomers.

3. Is your organization faith-based or politically motivated? If so, list how.

Our organization is neither faith-based, nor politically motivated.

4. List the name, date, year, time and location of HoLa Festival.

HoLa Festival

September 24, 2011

11:00 a.m. to 8 p.m.

W. Depot Ave (next to Regas Restaurant)

Knoxville, Tennessee

5. List the name, email and telephone number of event representatives.

Belinda Woodbury
Executive Director
(865) 335-3358 (office)

info@holafestival.org

Coral Getino
President of the Board
(865) 384-5087 (cell)

6. List the ways that we would be recognized as a sponsor.

It depends on the level of your sponsorship. Please see attached document with information about Sponsor Benefits.

7. Please estimate the size of the audience Hola Festival will reach.

Size has been doubling up every year, we expect about 30,000 people in 2011.

8. How long have you been doing the HoLa Festival?

This will be our 12th year!! It has been developed until 2011 by a crew of volunteers that make up the Festival Committee. It includes several artists, business owners, and educational professionals in various fields such as TV, translation, teaching.

9. Describe the Hola Festival.

The Hola Festival is a family-oriented day-long celebration of diversity and a cultural salute to our East Tennessee community. The festival is known for its rich mix of music, dance, food, arts, tradition, crafts, and its unique **Parade of Nations**. This visual treat highlights with its varied and colorful costumes of Spain, Latin America and the Caribbean. The **Countries and Heritage** exhibits provide for a one-of-a-kind educational experience.

Children are very important to Latino families and a central part of the HoLa festival involves activities for them. Clowns, puppets, storytelling, and an opportunity to speak Spanish will add to the educational value of our event. Performers include a well balanced mix of different music styles, demonstrations of traditional dances, and public-engaging classes such as Salsa, Tango and Flamenco. **Orquesta MaCuba** will entertain the crowds with a huge concert and street dance.

The Community Fair section offers an important opportunity for non-profit organizations to share important information with the community. Participants include American Red Cross, Knox County Public Library, Sevier County United Way, YWCA, Hispanic Chamber of Commerce, Immigration Center, Health Department, Legal Aid, TIRRC, and others. Furthermore, the **Information Guide** offers another opportunity for sponsors, advertisers, and organizations serving Hispanics to reach out.

10. List the ways that your event/program will benefit the community including who it will benefit.

Hispanic Heritage Month is a designation established by an act of Congress to acknowledge the many contributions of Hispanics in the United States. It is celebrated nationwide from September 15 through October 15. It is important to recognize the local Hispanic community and its contributions to the area.

It is also important to showcase the existing diversity in the Knoxville area and to send a message that we are a tolerant community that not only accepts, but also celebrates the diversity amongst us. Having the festival downtown Knoxville helps us bring together segments of the community that would not otherwise come together to interact.

In terms of economic development, the HoLa Festival is becoming a touristic attraction, and a superb Hispanic marketing opportunity! Many festival participants come from out of state (8%), which speaks to the quality of the event. Local companies looking to bring potential employers to the area would benefit from pointing out to the Hola Festival as an example of such diversity. In 2010, *40% of festival-goers were Hispanic*, which provides for a unique opportunity for sponsors to market products and services, or to recruit bilingual employees. This event will culturally enrich our community, while promoting the revitalization of downtown.

11. Describe your target audience for the Hola Festival.

Since having the festival at Market Square for the past three years, we have seen an increase in the diversity of the people who come to it. In 2010, our survey shows we attracted an audience 40% Hispanic, and 8% were tourists from out of state. We offer activities that are of interest to families, students, anybody who is interested in the Spanish language, the Hispanic culture, or those planning business or trips to those countries.

The authenticity of the food, performances, and Heritage booths attracts Hispanics of various socioeconomic levels. This is a huge success for us because not only we get to enjoy our music, food and tradition, and teach it to our children or grand-children, but we also get to share it with people who might not otherwise have an opportunity to experience it! We are happy to increase Knoxville's knowledge of the Hispanic culture. The Parade of the Nations attracts people of Hispanic origin coming from places as far as Atlanta. It is our goal to emphasize the diversity within our Hispanic culture for everyone to enjoy.

12. List sponsors of last year's festival.

Bush Beans, The University of Tennessee, U.S. Cellular, Tennessee Arts Commission, Comcast, TVA, Regal Cinemas, Knox County Government, City of Knoxville, Scripps Networks, Central Business Improvement District (CBID), Target, Pepsi Co., UT-Battelle, The Clayton Family Foundation, First Tennessee Foundation, Mercy Health Partners, Cherokee Distributing, East Tennessee Children's Hospital-Safe Kids, Knoxville News Sentinel, WBIR-TV, WKZX 93.5, Journal Broadcast Group 102.1, Mundo Hispano, MiBanco, AmeriChoice, Western Heights Dental, Gutterguard, 21st Mortgage Corporation, International Flair, Southern Arts Federation, National Endowment for the Arts, Knoxville Museum of Art, Knoxville Area Association of Realtors, Home Depot, Market Square District Association, Sound Ventures, Event Rentals.

13. Tell me about the Information Guide.

This is a bilingual publication made of two books: Hispanic Heritage Month **Program** and Spanish **Yellow Pages**. The first section includes information about HHM, the Festival participants and showcases our sponsors with a paragraph. It includes full color affordable advertisements (please refer to Form for price schedule.) The yellow-page Resource Guide includes phone numbers of agencies and services important to the community, as well as practical relocation information for new comers, including Health, Law, and Education resources, as well as businesses who serve them. It includes information for businesses and individuals who want to travel or commerce in Latin America and Spain, such as as Embassy contacts, traveling tips, visa requirements, touristic attractions, and both English and Spanish classes.

14. What is Hola's deadline for sponsorships and/or advertisements?

We'd like to receive your sponsorship and company logo and/or advertisement by July 31, 2011.

Please make check out to: HoLa Hora Latina and mail to:

HoLa Hora Latina
P.O. Box 32192
Knoxville, TN 37930

Please e-mail your ads, logos and boilerplate to info@holafestival.org.