

# 2010 HOLA FESTIVAL



## October 9, 2010

## Market Square, Knoxville

The HoLa Festival, reaching its 11<sup>th</sup> year, is known for its rich mix of music, dance, authentic food, the *HoLa Passport Activity* (a virtual travel through Latin America and Spain), and the *Parade of Nations*, a visual treat that highlights the varied and colorful costumes of Spain and Latin America.



This festival, which enjoyed an attendance of 10,000-15,000 people last year, about 50% Hispanic, is an annual celebration of diversity and a cultural salute to our East Tennessee community.

Family fun and free admission provide for a wonderful avenue for everyone to enjoy. A great educational experience with Country and Heritage Booths, Children's Activities, International craft fair with demonstrations, storytelling, and a Community Fair, providing a great opportunity for Hispanic outreach.

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

We also have opportunities for advertising in our bilingual Program and Resource Guide.

For further information: [www.holafestival.org](http://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](http://www.holaknoxville.org)

## HOLA FESTIVAL Sponsorship Benefits

For further information, please contact Coral Getino at (865) 335-3358 at [info@holafestival.org](mailto:info@holafestival.org)

| Corporate Sponsorship Levels   | <i>New for 2010</i><br>Platinum/<br>Presenting<br>\$15,000 | Gold<br>\$10,000            | Silver<br>\$5,000           | Bronze<br>\$2,500 | Copper<br>\$1,000 |
|--|--|-----------------------------|-----------------------------|-------------------|-------------------|
| Category Exclusivity and Identified as Presenting Sponsor  | √  |                             |                             |                   |                   |
| Opportunity to participate in television, radio and/or interviews  | √  |                             |                             |                   |                   |
| Identified as Presenting Sponsor through promotional signs displayed at the event (provided/placed by sponsor) | √  |                             |                             |                   |                   |
| Logo on home page Hola Festival website and printed media advertisements                                       | √  | √                           |                             |                   |                   |
| Opportunity to address guests at HHM Inaugural Ceremony, and at the Festival                                   | √  | √                           |                             |                   |                   |
| Ad in Resource Guide*  | Full page inner cover** (a \$500 value)                    | Full page** (a \$350 value) | Half page** (a \$200 value) |                   |                   |
| Logo on poster and Resource Guide cover  | √  | √                           | √                           |                   |                   |
| Mention from the Main Stage at Hola Festival   | √  | √                           | √                           |                   |                   |
| Logo on large banner above Main Stage Market Square one week before Festival                                   | √  | √                           | √                           | √                 |                   |
| Recognition at the HHM Inaugural Ceremony  | √  | √                           | √                           | √                 |                   |
| Logo on Hola Festival website-Sponsor Page   | √  | √                           | √                           | √                 | √                 |
| Acknowledgment in Resource Guide   | √  | √                           | √                           | √                 | √                 |
| Invitations to Hispanic Heritage Month Opening Ceremony  | 8  | 5                           | 4                           | 3                 | 2                 |
| Booth at the Festival***   | 20x10 Space (a \$700 value)                                | 10x10 Space (a \$350 value) | 50% off                     | 25% off           | √                 |

\*See attached form for advertisement prices. Deadline for submission of ads is July 31, 2010.

\*\* For cash sponsors only.

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

**Hola Hora Latina** is a 501 (c) (3) non-profit and Knoxville's oldest grassroots Hispanic organization. Our **mission** is to create a sense of place among Latinos in the East Tennessee area and to build cultural and communication bridges with the community at large through art, education and cultural activities.

# 2010 HOLA FESTIVAL SPONSOR LEVELS



## ***New Category for 2010\****

### **Platinum / Presenting Sponsor - \$15,000 or more (Limited to one)**

All benefits of Gold Level, plus:

The *only* level with an option for Industry Exclusivity

Acknowledgment as Presenting Sponsor with opportunity to participate in all television, radio and print advertising and/or interviews

Promotional signs displayed at the event (provided and placed by Presenting Sponsor)

Full-page inner cover advertisement in 2010 Hola Guide (a \$500 value)

One preferred table (8 guests) at Hispanic Heritage Month Inaugural Ceremony

Opportunity to have *free* booth space (up to 20x10) at Festival (a \$700 value)

Highest brand exposure (20,000,000 ad impressions for 2009 Festival)

Right of first refusal for 2011 event presenting sponsor

### **Gold Sponsor - \$10,000**

All benefits of Silver Level, plus:

Opportunity to have *free* booth space (10' x 10') at Festival (a \$350 value)

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

Logo on home page at [www.holafestival.org](http://www.holafestival.org) and printed media advertisement

Full-page advertisement in 2010 Hola Guide (a \$350 value)

Opportunity to address guests at the Hispanic Heritage Month Inaugural Ceremony

Opportunity to address guests from the Main Stage at during the Hola Festival

### **Silver Sponsor - \$5,000**

All benefits of Bronze Level, plus:

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

Corporate logo on poster and on cover of the 2010 Hola Program and Resource Guide

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

Half-page advertisement in 2010 Hola Guide (a \$200 value) or discount in higher values

Recognition at the Hispanic Heritage Month Inaugural Ceremony and from stage at the Festival

### **Bronze Sponsor - \$2,500**

All benefits of Copper Level, plus:

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

Recognition at the Hispanic Heritage Month Inaugural Ceremony

Three (3) guests at Hispanic Heritage Month Inaugural Ceremony

Corporate logo on large banner at main stage at Festival

### **Copper Sponsor - \$1,000**

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

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

Logo in presentation at the Hispanic Heritage Month Inaugural Ceremony

Logo on Sponsor page at [www.holafestival.org](http://www.holafestival.org)

Description paragraph in the 2010 HoLa Program and Resource Guide

### **Supporter - \$500**

Mention in Supporter list at the 2010 Hola Program and Resource Guide and website

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

### **Friend of HoLa - \$250**

Mention in Friend Sponsor list at the 2010 Hola Program and Resource Guide

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



# 2010 RESOURCE GUIDE ADVERTISEMENTS

**HoLa’s Annual Resource Guide is a colorful bilingual publication including:**

- **Hispanic Heritage Month Program**
- **Spanish Yellow Pages**
- 100 pages (size 5.5” x 8.5”)



**An ad in HoLa’s Guide awards you these benefits:**

- **Targeted Audience**  
The festival attracts a very ethnically and diverse crowd, young and old. Whether you are targeting your product and services to the growing Hispanic market or you are a Hispanic business owner marketing your product and services, HoLa’s Annual Guide offers the best opportunity in the area to make yourself known and have a diverse exposure on the market.
- **Prolonged Shelf Life**  
HoLa’s Annual Guide is a one-of-a-kind publication, full of information and resources available in our community. People will keep referring to this guide throughout the year and will see your ad repeated times, which lead to a better positioning of your products and services in the consumer’s mind. Continued exposure provides you with multiple advertising impressions and helps you reach more consumers over time.
- **High Return of Investment**  
HoLa’s Guide is a cost effective advertisement opportunity and an efficient tool to target your audience. **1,000 copies** are printed and first distributed at the Opening ceremony of **Hispanic Heritage Month** at the Knoxville Museum of Art, attended by City and County officials and main corporate sponsors. Copies are also distributed to Hola-Hora Latina’s 200+ members and available at the festival, which attracted close to **15,000 people** last year. It also reached **Nashville to Tricities** in various events.
- **Community Support**  
HoLa Hora Latina is a non-profit organization. Your ad will help you market your products and services, but most importantly, it will show your support and celebration of diversity. *It shows you are committed with the community!*

| HoLa Guide Advertising***                             | Fee   |
|---|-------|
| <input type="checkbox"/> Outer back cover             | \$750 |
| <input type="checkbox"/> Inner back cover <b>SOLD</b> | \$500 |
| <input type="checkbox"/> Full page (4 3/4" x 7 3/8")  | \$350 |
| <input type="checkbox"/> Half page (4 3/4" x 3 5/8")  | \$200 |
| <input type="checkbox"/> Business Card (2" x 3")      | \$75  |

\*\*\*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.

For further information: **865-335-3358**

e-mail: **holahoralatina@yahoo.com**



# 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\*

- Platinum Presenting \$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 \$750
- ~~Inner back cover~~ **SOLD** \$500
- Full page (4 3/4" x 7 3/8") \$350
- Half page (4 3/4" x 3 5/8") \$200
- Business Card (2" x 3") \$75

\*\*\*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, 2010**

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 Conditions

### **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, 2010.
- 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 2010 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 2010 Hispanic Heritage Month, on October 15, 2010 (“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, 2010.

**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 “2010 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 2010 HoLa Festival; and (ii) after the Term in reference to Sponsor’s sponsorship of the 2010 HoLa Festival.

**Event Contents.** Sponsor may photograph or otherwise record its presence at the 2010 HoLa Festival, but will not otherwise record or reproduce any portion of the 2010 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 2010 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 2010 HoLa Festival is scheduled to take place on October 9, 2010. HoLa Hora Latina reserves the right to reschedule, relocate or cancel the 2010 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 2010 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 2010 HoLa Festival is cancelled in whole, HoLa Hora Latina will issue refunds a prorate 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 2010 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.