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December 1, 2011

Dear Community Partner,

Thank you for your faithful support of LAUP's Annual Fiesta, now in its 47th year! Your sponsorship has made it possible to hold this annual cultural festival.

Fiesta 2012 promises to be better than ever! While Fiesta will primarily showcase Hispanic cultures, we plan to continue to invite non-Hispanic cultures to perform at the largest Springtime multicultural celebration in West Michigan. In addition to traditional Latino entertainment, last year LAUP hosted acts from India, Laos, the Middle East, and Europe. We invite you to be a part of this expanding event!

In addition to funding this event, your sponsorship supports the year-round programs and services that are so important to helping Latinos and others gain important skills to fully integrate into life in our community through English as a Second Language program (150+ served), Bilingual Computer training (200+ served) and GED Preparation for Spanish/English speakers. Most recently, LAUP has initiated a Citizenship program with an array of services that helps permanent legal residents gain their citizenship.

Among the most significant work that LAUP does is helping Hispanic Youth complete their education. In 2011, over 400 youth were impacted by LAUP's Youth Programs (Annual Hispanic Youth Conference, Adelante Weekly Leadership Program, Digital Connectors, Mas Adelante Critical Thinking and Communication Development Program, Scholarship Program and Youth Ambassador Program).

LAUP also offers critical social and legal services to persons in need (2,000+ units of service annually) for many who would not know where to turn otherwise because of language and cultural barriers.

Would you consider helping us reach our goal of raising an \$30,000 in total sponsorship pledges by March 15, 2012. Below is breakdown of the sponsorship levels and number of donors we need to easily attain this goal:

- o 1 Fiesta Title Sponsorship of \$3,000 or above
- o 2 Platinum/Carnival Sponsorships of \$2,000
- o 14 Gold sponsorships of \$1,000
- o 14 Silver sponsorships of \$500
- o 8 Bronze sponsorships of \$250

Thank you for supporting LAUP in the past and please do not hesitate to call with further questions about what we can do for your organization through Fiesta 2012!

Gratefully,

Roberto Jara, Jr.
 Executive Director

LAUP maintains the status of a 501(c)(3) organization, and contributions are tax-deductible.



Fiesta Corporate Sponsorship Levels



Title Sponsor \$3,000 and Up

- Banner at Main Stage
- Top Billing on Posters, Programs, and all Fiesta Promotional Materials
- Live Sponsor Announcements on day of Fiesta
- Logo alongside LAUP's on Fiesta Web Page
- Booth space provided at Fiesta Expo

Platinum/Carnival Sponsor \$2,000

- Banner at Carnival Entrance for the Duration of Fiesta
- Logo on Poster and Fiesta Program
- Logo Displayed on Website
- Live Sponsor Announcements on day of Fiesta
- Information Booth at Fiesta Expo



Gold Sponsor \$1,000

- Logo on Poster and Fiesta Program
- Logo Displayed on Website
- Live Sponsor Announcements on day of Fiesta
- Information Booth and space for hanging Banner provided



Bronze Sponsor \$250

- Name listed on Fiesta Poster
- Name listed in Fiesta Program
- Business name listed on website

Silver Sponsor \$500

- Business logo on Poster
- Logo in Fiesta Program
- Business logo on website



LAUP Fiesta 2012 Sponsorship Letter of Intent

Please print Sponsor name exactly as you would like it listed:

Sponsor: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

Email: _____

Contact Name: _____

____ Title Sponsorship \$3,000 – Please indicate here ____ if you would like to be assigned a booth for the Expo on Saturday in the Civic Center

____ Platinum/Carnival Sponsor \$2,000 – Please indicate here ____ if you would like to be assigned a booth for the Expo on Saturday in the Civic Center

____ Gold Sponsor \$1,000 – Please indicate here ____ if you would like to be assigned a booth for the Expo on Saturday in the Civic Center

____ Silver Sponsor \$500

____ Bronze Sponsor \$250

____ Other \$ _____

Total Amount: \$ _____ () Payment Enclosed () Invoice Me () Paid Online (www.laup.org)

Sponsor Signature: _____ Date: _____

Please return by mail or fax to:

LAUP Fiesta Sponsorship
96 W. 15th Street, Suite 102
Holland, MI 49423

Fax: (616) 392-4372

Contact Juan Alfaro at (616) 594-7109 or juan.alfaro@laup.org for more information.

Also, please email your company logo to juan.alfaro@laup.org