



## Sponsorship Opportunities - September 2018 Events

Dear Friend:

CARE – Cancer Aid Resource & Education, Inc. is very proud to inform our community of our very special annual event, the 3<sup>rd</sup> Annual La Gran Fiesta.

La Gran Fiesta will celebrate southern New Mexico's traditions, people, great food and more! It will be held at Plaza de Las Cruces and nearby areas! La Gran Fiesta is expected to be a tourist attraction to our beautiful city of the crosses, Las Cruces. It will be built on the idea that attending La Gran Fiesta will be an adventure that feeds the soul. We are grateful for all the local bands, groups and individuals who will be giving back to their local community by volunteering to perform at this event. We are also very excited to announce that this year's headliner is **A.B. Quintanilla III & The Kumbia King Allstarz**, who will perform on Saturday, September 22.

We are expecting over 2,000 people to attend this special event! We will be promoting this event through television, newspaper/print, radio, poster distribution, social media and word of mouth. By becoming a sponsor, you can market your business or organization to thousands of potential customers or members while giving back to our local community. The event will include a parade, vendors, music, entertainment and more. Entertainment and fun will include: mariachis, bands, folklorico dancers, a walk, games, fundraising, and competitions: Roberto's Enchilada Cook-Off Contest, Lumbre Chile Eating Contest, and more. This special event will include all these events within the month of September, including three-days at Plaza de Las Cruces, September 21-23, 2018 and our La Gran Fiesta Jubilee of Life Walk in the evening on September 15, 2018 at Young Park. All of these events in September will benefit our community by creating an attraction that has an emphasis on **culture, people, food, arts, outdoor entertainment and recreation, fun, family, southwest, quality of life, tourism, economic impact** and an emphasis to "pay it forward".

CARE's focus is to provide assistance to cancer patients and their families residing in Doña Ana County to help them cope with their cancer journey. CARE provides financial assistance to people residing in Doña Ana County who have recently been diagnosed with any type of cancer and are in active treatment. CARE helps with basic life necessities: gas cards to get to treatment, food and nutritional supplements, utilities, rent or mortgage, lodging/meals, etc. From July 31, 2013 through April 2018, CARE has provided over \$410,000.00 of assistance. When businesses, organizations and individuals help their local community in this way, it spreads love and hope and helps cancer patients heal because they know that people care about their health while they are going through their treatment and recovery. La Gran Fiesta is truly a unique community giving effort that helps save lives while at the same time providing a fun filled family experience.

Join CARE in this unique opportunity to market your business or organization and give back to our great local community you serve. Please support CARE by becoming a sponsor to our 3<sup>rd</sup> Annual La Gran Fiesta. CARE has a fiscal sponsor, Community Action Agency of Southern New Mexico (CAASN). CARE's fiscal sponsor, CAASN, is a nonprofit 501(c)(3); their EIN (Federal ID number) is 85-0196070. All contributions to CARE are tax deductible. If you are interested in becoming a sponsor or have any questions, please contact the volunteer who contacted you or me, Yoli at 575-649-0598.

Thank you and Respectfully,

Yolanda "Yoli" R. Diaz  
Executive Director/Patient Advocate



118 S. Water Street, Las Cruces, NM 88001 - 575-649-0598

**La Gran Fiesta**  
**SPONSORSHIP OPPORTUNITIES**  
**September 2018**

**MAIN STAGE SPONSOR**

DAY – Fri, Sep 21; Sat, Sep 22 (Headliner) & Sun, Sep 23, 2018	FRIDAY	SATURDAY	SUNDAY
DONATION AMOUNT Saturday Headliner A.B. Quintanilla III & The Kumbia King Allstarz	\$5,000	\$10,000	\$5,000
Your Company banners (provided by you) at Main Stage & Entrance	✓	✓	✓
Special mention during event and breaks	✓	✓	✓
Speaking opportunity	✓	✓	✓
Company mention on applicable media/radio ads/Facebook	✓	✓	✓
Company logo on flyer, poster & event banner— <b>Deadline: July 1, 2018</b>	✓	✓	✓
Company logo and your up to 30 second company commercial (both provided by you) for advertisement on CARE Website & Facebook	✓	✓	✓
“We CARE” VIP Tables – 6 Chairs at Table	✓	✓	✓

**ROBERTO’S ENCHILADA COOK-OFF AREA SPONSOR - \$2,500**

Your Company banner (provided by you) in Enchilada Cook-Off Area on Sunday & Company on Event Banner  
 Company name on Roberto’s Enchilada Cook-Off banner and Company mention on CARE Website & Facebook  
 Speaking Opportunity at event

**T-SHIRT & SUN SAFETY HAT SPONSOR - \$1,000**

Your Company banner (provided by you) at Kid Zone  
 Company logo or name on Kid Zone T-shirt - Company mention on Facebook

**JUBILEE OF LIFE WALK SPONSOR - \$1,000 OR \$500**

Your Company banner (provided by you) at Staging Area - \$1,000 or Your Company Banner along the Course - \$500  
 Either sponsorship includes Company logo or name on event flyer & Company mention on Facebook

**“We CARE” VIP TABLE SPONSOR - \$500**

One Table at “We CARE” VIP Area – 6 Chairs at Table – The sponsorship is \$500 for one day, Friday or Saturday.  
 This sponsorship is an opportunity for businesses, individuals and organizations to support CARE’s mission.

**\*\*\*\*\* SPONSORSHIP CONFIRMATION FORM \*\*\*\*\***

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

CARE Volunteer Name \_\_\_\_\_ Phone \_\_\_\_\_

**Yes! I/We are excited to be a sponsor of La Gran Fiesta! Proceeds from this event will support CARE - Cancer Aid Resource & Education, Inc. and their programs for the local community. CARE’s fiscal sponsor is Community Action Agency of Southern New Mexico, a 501(c)(3) organization - EIN #85-0196070. My contribution is tax deductible. My commitment is specified below.**

**MAIN STAGE SPONSORS: Deadline to be included in flyer and poster: July 1, 2018**

\_\_\_\_\_ Friday Main Stage - \$5,000    \_\_\_\_\_ Saturday Main Stage (HL) - \$10,000    \_\_\_\_\_ Sunday Main Stage - \$5,000

\_\_\_\_\_ Roberto’s Enchilada Cook-Off Area - \$2,500    \_\_\_\_\_ Bike Run - \$1,000    \_\_\_\_\_ Car Show - \$1,000

\_\_\_\_\_ T-Shirt Sponsor - \$1,000    \_\_\_\_\_ Jubilee of Life Walk - \$1,000    \_\_\_\_\_ or \$500 \_\_\_\_\_

\_\_\_\_\_ “We CARE” VIP Table Sponsor \_\_\_\_\_ Friday - \$500    \_\_\_\_\_ Saturday - \$500

**My Sponsorship payment will be made per the following option:**

\_\_\_\_\_ Enclosed Check # \_\_\_\_\_ Check will be mailed to CARE upon corporate processing

\_\_\_\_\_ Please Send An Invoice to Process Payment to: \_\_\_\_\_

**Please write checks payable to: CAASNM for CARE Mail to: 118 S. Water Street, Las Cruces, NM 88001**

\_\_\_\_\_ Process my credit card: Credit Card # \_\_\_\_\_

Name \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_ Card Zip Code \_\_\_\_\_

Signature \_\_\_\_\_ Email receipt to: \_\_\_\_\_