



Dear Community Partner:

The Comité Festival Mexicano (COFEMEX) is seeking your support for the Fifth Annual Mexican Independence Day Festival to be held on Saturday September 12, 2009 at Warner Park, Madison, WI from 11AM-9PM. This celebration marks a very important date in Mexican history as the beginning of the independence war and success of Mexicans and Latinos in the U.S today.

The Annual Mexican Independence Day Festival promotes empowerment and self-actualization for our Latino children, young adults and families by exposing them to information and resources that promote educational advancement, economic sufficiency, good health, social responsibility and collective well being within the Madison Latino community, all in a festive, fun and family environment.

Each year the Festival gets bigger and better because the business community supports it. Through businesses like yours, we were able to share information to over 10,000 attendees in 2008 and COFEMEX looks forward to partnering with your organization this year to present another successful Mexican Independence Day Festival.

Your contributions will help to sponsor areas of educational activities, cultural presentations and information sharing for the entire community. We have enclosed partnership details for your review and ask that you consider participating in this celebration. Please direct any questions or request for additional information to San Juana Diaz at 608-333-7940 or visit our website at www.cofemex.org.

Sincerely,

The Comité Festival Mexicano (COFEMEX)
(608)333-7940

SPONSORSHIP LEVELS

DIAMOND SPONSORSHIP: \$5,000

Benefits:

- General sponsor of the event
- Business logo placed at all preferred sites where the event will be broadcast in the state of Wisconsin, primarily in the Madison and surrounding areas, including our webpage: www.festivalmexicano.com
- Mention of your sponsorship in the event in all media which include: television, radio, newspapers such as, Wisconsin State Journal y La Comunidad News, and more
- Business logo printed on all publicity materials such as banners, posters, flyers, etc.
- Official recognition on behalf of the Mexican Festival Committee

GOLD SPONSORSHIP: \$3,000

Benefits:

- Event sponsor
- Business logo placed at all preferred sites where the event will be broadcast in the state of Wisconsin, primarily in the Madison and surrounding areas, including our webpage: www.festivalmexicano.com. The size of the logo is smaller than that of the DIAMOND
- Mention of your sponsorship in the event in all media which include: television, radio, newspapers such as, Wisconsin State Journal y La Comunidad News, and more
- Business logo printed on all publicity materials such as banners, posters, flyers, etc.
- Official recognition on behalf of the Mexican Festival Committee

SILVER SPONSORSHIP: \$1,500

Benefits:

- Event sponsor
- Business logo placed at all preferred sites where the event will be broadcast in the state of Wisconsin, primarily in the Madison and surrounding areas, including our webpage: www.festivalmexicano.com. The size of the logo is smaller than that of the GOLD
- Business logo printed on all publicity materials such as banners, posters, flyers, etc.
- Official recognition on behalf of the Mexican Festival Committee

BRONZE SPONSORSHIP: \$500 or more

Benefits:

- Business name will appear on webpage www.festivalmexicano.com
- Business printed on flyers
- Official recognition on behalf of the Mexican Festival Committee

