

***El Centro Cultural, Inc.***  
***P. O. Box 347***  
***Georgetown, DE 19947***  
*(302) 745-6828*  
*festivalhispano@hotmail.com*  
*www.elcentrocultural.org*

April 1, 2011

Dear Potential Sponsor,

*El Centro Cultural* would like to invite you to be a sponsor of ***Festival Hispano*** on **Sunday, August 21, 2011**, from 12:00 noon to 6:00 p.m. at the Little League Complex in Millsboro, Delaware. We are very excited to celebrate our 17<sup>th</sup> Anniversary this year!

Once again, it will be a great day for all of us to appreciate the diversity of Southern Delaware's Hispanic community. We are proud to celebrate a day in which Hispanic heritage and culture are on display for all to see. It is our desire that you participate in this wonderful day so you can promote your business, inform the community of your services, and reach thousands of Hispanic residents from all over Delaware.

**Sponsorship Form** - We have enclosed a sponsorship form where we have established five donation levels. For a contribution of \$1,000 or more, your business name is acknowledged in all ***Festival Hispano*** publicity and your business logo will be included on the official ***Festival Hispano*** color flyer. For a contribution of \$300 or more, your business is also entitled to an advertisement in the official ***Festival Hispano*** Program Booklet. For a contribution of \$150 or more, your business is entitled to a 15 x 15 display space at ***Festival Hispano***. To ensure we receive your logo and advertisement for this year's publication, please email the advertisement to [festivalhispano@hotmail.com](mailto:festivalhispano@hotmail.com) by **August 1, 2011**.

**Application Form** - If you are planning to have a display space at ***Festival Hispano***, please complete the business application and return it with your sponsorship form and your donation.

**We look forward to having your support as we celebrate the 17<sup>th</sup> Anniversary of Festival Hispano!** All donations to *El Centro Cultural* are tax deductible. For more information, please contact *El Centro Cultural* – the non-profit arts organization which coordinates ***Festival Hispano*** by email at [festivalhispano@hotmail.com](mailto:festivalhispano@hotmail.com) or by phone at (302) 745-6828. Volunteers of ***Festival Hispano*** will check phone messages and email messages often. We will respond as soon as we can.

Thank you,

El Centro Cultural

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**Sponsorship Form**

<u>Level/Donation</u>	<u>Includes</u>
<b>Major Sponsor \$4,000 +</b>	Publicity Banner of your company on the artist's stage Logo on <i>Festival Hispano</i> color flyer Special cover page acknowledgement in the Program Booklet Full-page advertisement in the Program Booklet Acknowledgment in all <i>Festival Hispano</i> publicity 15 x 30 Display space at <i>Festival Hispano</i>
<b>Patron \$1,000</b>	Full-page advertisement in the Program Booklet Logo on <i>Festival Hispano</i> color flyer Acknowledgment in all <i>Festival Hispano</i> publicity 15 x 30 Display space at <i>Festival Hispano</i>
<b>Benefactor \$500</b>	Half-page advertisement in the Program Booklet 15 x 30 Display space at <i>Festival Hispano</i>
<b>Contributor \$300</b>	Quarter-page advertisement in the Program Booklet 15 x 15 Display space at <i>Festival Hispano</i>
<b>Friend \$150</b>	Business listed in the Program Booklet 15 x 15 Display space at Festival Hispano

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Name \_\_\_\_\_

Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Fax \_\_\_\_\_

Amount of Donation \$ \_\_\_\_\_

Please make check payable and mail all forms and donations to *El Centro Cultural*, P.O. Box 347, Georgetown, DE 19947.  
All donations to *El Centro Cultural* are tax deductible (Employer Identification Number: 52-2048298). Thank you!

***If you are planning to have a display space, please also complete the sponsor application and return it with your donation. If you are planning to have an advertisement, please email the advertisement to be included in the program booklet to [festivalhispano@hotmail.com](mailto:festivalhispano@hotmail.com) before August 1, 2011.***

**El Centro Cultural's Application  
for Festival Hispano 2011**

**SPONSOR**

**Celebrating 17 Years in Sussex County! 1995-2011  
MILLSBORO, DELAWARE, SUNDAY, AUGUST 21, 2011**

- Check-in and set-up: 9:00 a.m. to 11:00 a.m.
- Event open to the public: 12:00 noon to 6:00 p.m.
- Located on State Street at the Millsboro Little League Complex
- **BRING YOUR OWN TABLES, CHAIRS AND SHADE**
- If you rent a tent or table, you are responsible for receiving and returning it
- The event is **RAIN OR SHINE**: fees are non-refundable

**Application Deadline: August 1, 2011**

**Return application and make check payable to: *El Centro Cultural*, P.O. Box 347, Georgetown, DE 19947**

Name \_\_\_\_\_  
(the person who will be present the day of the event and responsible the day of the event)

Agency/Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_ Cellular Phone \_\_\_\_\_

FAX \_\_\_\_\_ E-Mail Address \_\_\_\_\_

**LIMITED SPACE AVAILABLE IF YOU NEED ELECTRICITY, PLEASE APPLY EARLY!**

Electricity Required \_\_\_\_\_ Yes \_\_\_\_\_ No

Electric Service: 20 amps, 120 volts. **Please bring your own extension cord!**

Please Describe Content of Display \_\_\_\_\_

Are you bringing a tent? \_\_\_ Yes \_\_\_ No Maximum Size of the Tent: 10' x 10' **NO METAL STAKES!**

Are you renting a tent? \_\_\_ Yes \_\_\_ No What company are you renting it from? \_\_\_\_\_

(If you are renting a tent, you are responsible for receiving and returning it)

**Space Size: Check One**

\_\_\_\_\_ 15' x 15' \_\_\_\_\_ 15' x 30'

**Preference of Location of Space: Check One**

\_\_\_\_\_ Main Field \_\_\_\_\_ Children & Family Field

Enclosed please find a check for the amount of \$ \_\_\_\_\_

I have read the rules of this event as listed on the back page and I agree to comply \_\_\_\_\_  
(Signature)

**For Office Use Only - Please Do Not Write Below This Line**

.....  
Date Received \_\_\_\_\_ Amount Received \_\_\_\_\_ Lot # \_\_\_\_\_

## RULES OF FESTIVAL HISPANO

1. *El Centro Cultural* reserves the right to determine which applications are appropriate for Festival Hispano based on content and first-come, first served basis. Sale of string spray, poppers, laser lights is strictly **prohibited**.
2. *El Centro Cultural*, the Greater Millsboro Chamber of Commerce, the Millsboro Little League, the Millsboro Fire Company and/or the Town of Millsboro are **not** liable for any theft, bodily harm or injury, or damage to personal property. Individual food vendors and non food vendors (including public service exhibitors) **must** provide their own insurance for these purposes.
3. Once *El Centro Cultural* receives the application and payment, all vendors (food vendors and non food vendors) will receive a thank you letter as receipt and confirmation.
4. The event is **RAIN or SHINE: NO REFUNDS WILL BE MADE.**
5. Absolutely **no** vehicles will be parked on the ball fields as part of a display or for any other reason. **No** vehicles are permitted to transport products to non food vendors (including public service exhibitors) after 11:00 am. **No pets** are allowed at the ball park at any time. During bad weather, all ball field access gates will be closed and locked until festival organizers determine it to be safe to allow vehicles on the field.
6. Early check-in and set-up is from 9:00 am to 11:00 am. **No** vehicles will be allowed close to the entrance gate of the festival as of 11:00 am. The event is open to the public from 12:00 noon until 6:00 pm. You **can not** drive a vehicle close to the entrance gate of the festival to load up until after 6:00 pm. **NO EXCEPTIONS!**
7. Food vendors **must** have a Temporary Food Permit from the Division of Public Health, Sussex County Unit. **Dept. of Health personnel will do on-site inspections the day of the event.** Permits **must** be on display. **Call (302) 856-5496 to obtain a permit.**
8. **ALL VENDORS** (food vendors and non food vendors) **must** provide their own tents, tables, chairs, ice, trash bags, extension chords, or other needed supplies or equipment. All spaces should be set up by 11:00 am. All food vendors should stop serving food at 6:00 pm to allow enough time to clean up festival grounds.
9. **THE SPACE IS TO BE LEFT AS FOUND.** All the trash is to be bagged and deposited in the dumpsters provided. Grease is to be poured into a suitable container, and then deposited in the dumpsters. **SANCTIONS WILL BE TAKEN AGAINST A FOOD VENDOR IF GREASE IS OTHERWISE DISPOSED.**
10. Individual generators are **not** permitted. **No** multiple outlet power strips may be used. There will be **no** tampering with electric service. For assistance, please contact event staff in volunteer t-shirts.
11. Political information may be distributed from exhibit space, and candidates are free to circulate the grounds. Signs may **not** be posted on fences, walls, in walkways, parking areas designated for *Festival Hispano* use. Political candidates are welcome to talk with prospective voters throughout the grounds. No obstruction of traffic flow at parking lots, entrance gates or vendor spaces will be permitted.
12. Organizers of Festival Hispano will be on site at all times during the event for emergency or other assistance. **Failure to adhere to any of these rules will result in removal from festival grounds, without a refund of fees, and possible ban from participation in future years.**
13. If you need any other information, please contact **El Centro Cultural** – the non-profit arts organization which coordinates *Festival Hispano* at (302) 745-6828 or by email at [festivalhispano@hotmail.com](mailto:festivalhispano@hotmail.com) Volunteers of *Festival Hispano* will check phone messages and email messages often. We will call you back as soon as we can.

**I have read all of the rules of Festival Hispano and I agree to comply with all rules and regulations.**

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)