

North Texas
AVANCE
Unlocking America's Potential

Invites you to become a sponsor



2018

be part of the largest event of its kind
to showcase and celebrate Latino culture
in North Texas

About AVANCE Latino Street Fest 2018

Scheduled for **April 29 from 10am to 6pm**, the 2018 AVANCE Latino Street Fest is estimated to welcome more than 30,000 people in the **Dallas Art District**. Artists, entertainers, and vendors will join together to promote and celebrate the vibrant Latino culture in North Texas. The proceeds from the festival will bene-

The AVANCE Latino Street Fest includes:

- A **family friendly outdoor event** with 4 blocks featuring local artists, elected officials, international celebrities, food, entertainers, games, and vendors along Flora Street in the beautiful Dallas Arts District
- **Talent competitions** for children and adults held on the main stage at the festival before a panel of esteemed judges and great prizes.
- A **kid's zone** that includes games and activities inspired by the highly regarded AVANCE cur-



Alfredo Duarte Lazcano

2018 Honorary Chair

Descendent of a humble farmer and a rural teacher in the mountains of Durango Mexico, the 16 years old Alfredo decided to come to the United States to pursue a brighter future. He worked as a machinist in California while attending night school to learn English. He met Irma Mendoza to whom he married later at the age of 19.

In 1983 they moved to Dallas with his 6 year old son and \$38 in their pockets. He worked two jobs until in 1985 he partnered with his brother in law Jesse Mendoza and with a \$5,000 initial investment they started a business selling produce.

Today **Taxco Produce** has 100 employees and since 2004 sells more than \$30M/yr. Mr. Duarte, is not only a successful businessman, he has a beautiful family and is always sharing his blessings with the ones in need having a valuable involvement in the community. We are honored to have such a remarkable human being with as the Latino Street Fest Honorary Chair 2018.

2018 Supporters



WHO WE ARE?

AVANCE North Texas is a nonprofit organization that is a leading provider of **free early-childhood and parent education programs for at-risk communities**. With your support, we will ensure that our students are ready to start school on-pace, our parents are engaged to be their child's first and best teacher, and help families get out of poverty through education and job training.

AVANCE operated **102 classrooms** across North Texas during the **2016-2017** school year. As a result of your investments, last school calendar year we made a lasting impact on 2,838 children and their families.

In 2014, the Intercultural Development Research Association published a report showing that **90% of AVANCE graduates stay in school**, compared to the Texas average of 67%. Additionally, the study revealed significant economic impact for the families, including a **216% increase in mothers with higher education degrees**, a **127% increase in employment**, and a **143% increase in home ownership**.



Learn more about AVANCE:
www.avance-dallas.org.



Audience



Celebrating the cultural diversity in North Texas, The Latino Street Fest had remarkable success with around 30,000 people attending the event on 2017

Marketing

The AVANCE Latino Street Fest will be aggressively marketed throughout North Texas. Publicity and promotion will consist of extensive multi-media campaigns including TV, print, radio, and online as well as posters, postcards, and fliers distributed prior to the event.

Sponsor Benefits

AVANCE Latino Street Fest sponsors will have access to one of the most sought-after demographic niches in the country. This is an exceptional opportunity to reach new customers through repeated impressions in various media.

- Event attendees are a captive, receptive audience that have time to look, listen and learn about your products and/or services.
- Sponsors will have access to a VIP area next to the stage.
- Sponsors will be entitled to demonstrate, sample or test market your product, receiving instant feed back from attendees.
- Companies will be able to show their support to the North Texas Latino community through their contribution to AVANCE North Texas.



Questions? Please contact Gabriela Morlett, gmorlett@avance-dallas.org

Sponsorship Benefits

Title Sponsor (\$40,000)

- Company name and logo incorporated into event name for all advertising and promotional purposes, including print, radio and online communications for this event and all AVANCE events and promotions for 1 year
- Company logo on AVANCE Dallas website
- Category exclusivity
- Right of first refusal for 2019 event
- Option to customize this package to fit within company needs, plus

Stage Sponsor (\$15,000)

- Recognized as sponsor for the entertainment on the main stage, including the Talent and Mariachi Competitions
- Significant presence opportunity on Flora Street to showcase your products and services
- Opportunity to send representative to speak on stage (2-3 minutes)
- Opportunity to provide stage signage, plus

Platinum Sponsor (\$10,000)

- Option to send press release promoting your involvement with the Latino Street Fest
- 3 social media mentions with direct link
- Additional booth space at not additional cost (10ft x 10ft) includes 1 table and 2 chairs, plus

Gold Sponsor (\$7,500)

- Logo displayed on all print and online advertising
- 2 social media mentions with direct link, plus

Silver Sponsor (\$5,000)

- Booth will be located in a high flow strategic area (on a first come, first serve basis)
- 1 social media mention with direct link, plus

Bronze Sponsor (\$2,500)

- Recognition on the event t-shirts
- Recognition on AVANCE Dallas annual report for one year, plus

Community Supporter (\$1,000)

- Recognition on event website
- One 10ft x 10ft space at the Festival including one table, two chairs and one tent.

Your Sponsorship is tax deductible



Questions? Please contact Gabriela Morlett, gmorlett@avance-dallas.org

Sponsorship Registration

Sponsor/Company Name: _____

Contact Name: _____

Address: _____

City, State & Zip: _____

Email: _____ Phone: _____

Recognition Name (for printed materials): _____

Sponsorship Opportunities

- | | |
|--|---|
| <input type="checkbox"/> Title Sponsor (\$40,000) | <input type="checkbox"/> Gold Sponsor (\$7,500) |
| <input type="checkbox"/> Stage Sponsor (\$15,000) | <input type="checkbox"/> Silver Sponsor (\$5,000) |
| <input type="checkbox"/> Platinum Sponsor (\$10,000) | <input type="checkbox"/> Bronze Sponsor (\$2,500) |
| <input type="checkbox"/> Community Supporter (\$1,000) | |

Payment Information

Enclosed is a check (made payable to AVANCE Dallas)

Please send me an invoice

Please charge my credit card (please call if you would like to schedule payments)

Name on Card: _____

Card Number: _____

Exp Date: _____ Sec. Code: _____

Signature: _____

Are you going to need?

Electricity Outlet YES _____ NO _____

Additional Booth Space YES _____ NO _____

**One 10ft x 10ft space at the Festival includes one table, two chairs and one tent
(Additional booth space \$500)**

Sponsorship print deadline is April 4, 2018.

Additional deadlines exist for time-sensitive recognition benefits.

Please fill out and email this form with your Company's
high resolution logo (JPG or PNG) to:



Gabriela Morlett, gmorlett@avance-dallas.org



**AVANCE
LATINO
STREET FEST**

April 29, 2018 | 10am-6pm

Dallas Arts District

(Free Admission)



- ✿ Live music
- ✿ Arts & crafts
- ✿ Food
- ✿ Mini Olympics
- ✿ Contests
- ✿ Health pavilion
- ✿ Education pavilion

Register to participate in any of our contests:

(No fee required to participate)

- Singing and dancing
- Middle and High School mariachi
- Favorite avocado recipe
- Children's poetry

For more information visit www.avance-dallas.org