



**Dear Business Owner or Manager:**

**WE ARE EXCITED TO ANNOUNCE, THE FLAVORS OF AMARILLO/MARIACHI FESTIVAL IS MOVING TO THE AMARILLO CIVIC CENTER, HERITAGE ROOM.**

The time is nearing for the 2018 Flavors of Amarillo and Mariachi Festival which celebrates and honors our nation's rich and diverse cultural heritage by recognizing the contributions of the Hispanic community. This year's event will take place on **Thursday, October 11<sup>th</sup>** in the **Heritage Room**.

We invite restaurants and businesses to present a taste of traditional music, food, art, products and services that create a **“melting pot”** of diverse cultures and influences.

This event attracts a broad and demographically diverse audience. Our community is a cross section of multi-generational foreign born Hispanics, Mexican-Americans, Generation Next, and Mainstream Baby Boomer and Millennial audiences. According to Hispanic Trends Report, **“Hispanic consumers represent a rapidly growing customer base with buying power that is expected to climb to \$2 trillion by 2018”**.

We are a relationship culture, and extremely loyal to products and services that cater to our cultural needs. What better way to show your support of a significant and growing segment of our community and economy than by celebrating the growing Hispanic Culture.

Don't miss the opportunity to market your products and services and create a top of mind awareness within the Hispanic market.

We are proud to provide marketing opportunities to our members and local community events that celebrate our diverse cultural influence. A list of sponsorship options is attached for your review. We look forward to your participation and support!

Sincerely,

Annette Asencio and Raymond Gaitan  
Your Committee Chairs for 2018

# 2018 FLAVORS OF AMARILLO

Please return completed form to AHCC

## Platino/Platinum \$4000 (Sponsors Non Competitive)

- EXCLUSIVITY AVAILABLE
- INCLUDED IN ALL ADVERTISING
- RECOGNITION THROUGHOUT THE EVENT
- TWO TABLES AT THE EVENT WITH PREFERRED SEATING (16 tickets)
- TWO 10x10 BOOTH SPACE (12 wristbands)

## Oro/Gold Stage Sponsor \$2000 (Sponsors Non Competitive)

- SPONSOR INCLUDED IN ALL RADIO PROMOTIONS
- LIVE MENTIONS DURING EVENT AND RADIO REMOTE
- 10X10 BOOTH SPACE ( 6 Wristbands)
- TWO TABLES (16 tickets)

## Plata/Silver \$1500 (unlimited)

- LIVE MENTIONS AT EVENT
- 10X10 BOOTH SPACE (6 wristbands)
- LOGO INCLUDED ON EVENT BANNER
- ONE TABLE (8 Tickets )

## Bronce/Bronze \$500

- LIVE MENTIONS AT EVENT
- ONE TABLE (8 tickets)

## Information Booth Only (limited)

- FOR PROFIT ORGANIZATION \$250
  - NON PROFIT ORGANIZATION \$150
- 10X10 Booth (4 wristbands)

*10 x 10 BOOTH SPACE INCLUDES ONE 6 FT TABLE AND 2 CHAIRS.*

*Health Permit provided by AHCC*

*Check here if you will need access to an electrical outlet.*

Print Company Name & Contact	Phone #	Email
Secondary Contact	Phone#	Email
Signature	Date	

**For questions, concerns or additional information:**

**AHCC Office (806)379-8800, FAX (806)322-2459**

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