



Intercambio Uniting Communities

10th Annual La Fiesta: World Party!

Saturday, October 22, 2011
The Boulder Elks Lodge, Boulder, CO

Intercambio Uniting Communities (formerly *Intercambio de Comunidades*) was founded in October of 2000 in response to the expressed need of Boulder County's immigrant population to learn English and improve the quality of life for their families.

Intercambio's mission is to build understanding, respect, and friendship across cultures through educational and intercultural opportunities.

We are the only non-profit in Boulder County that offers affordable and individualized English language classes at students' homes and public facilities that are accompanied by resource workshops, special topic classes, and social events. Over the past 10 years, Intercambio has served more than 6,000 students from 45 different countries.

La Fiesta is all about inclusiveness and fun! We work to keep ticket prices low to encourage attendance by all members of the community. La Fiesta brings together all members of Boulder County for a night of entertainment, music, dance, food and fun!

Sponsorship Benefits

Intercambio is proud to invite you to join the Intercambio Family as a **La Fiesta World Party Sponsor**. Through our promotional materials and at the event we will work to:

- ✂ Create goodwill throughout the community by highlighting your organization's commitment to its members.
- ✂ Help recruit new customers by increasing your name recognition.
- ✂ Help build your reputation as a community ally for your employees, their families, and stakeholders.

PRESENTING SPONSOR \$8,000 *Approximate Marketing Value of over \$8,000*

Logo seen in:

All *Daily Camera* ads

Name mentioned in radio interviews

Event admission tickets (2,000), fliers (5,000) and invitations (1,500)

Intercambio's website

Intercambio fall newsletter (reaching over 1,800), including a feature paragraph on your organization

5 Table tents at the event—logo, name and description of social mission/values

Presentation rights to La Fiesta ("La Fiesta World Party presented by...")

Opportunity to address La Fiesta attendees for 1 minute

Opportunity to have a company information table at the event

Company banners displayed at La Fiesta (up to 2)

Company banners displayed at the Intercambio office for 2-months prior to the event

Spoken recognition by the La Fiesta emcee

40 Tickets to La Fiesta

4 Tickets to the La Fiesta Pre-Party

GOLD SPONSOR \$4,000

Approximate Marketing Value of over \$4,100

Logo seen in:

- All *Daily Camera* ads
- Event admission tickets (2,000), fliers (5,000) and invitations (1,500)
- Intercambio's website
- Intercambio fall newsletter (reaching over 1,800)
- Silent auction informational paper

- Company banner displayed at La Fiesta
- Spoken recognition by La Fiesta emcee
- 4 Table tents at the event—logo, name and description of social mission/values
- 25 Tickets to La Fiesta
- 2 Tickets to the La Fiesta Pre-Party

SILVER SPONSOR \$2,500

Approximate Marketing Value of over \$2,500

Logo seen in:

- 50% (approximately 3) *Daily Camera* ads
- Event fliers (5,000) and invitations (1,500)
- Intercambio's website
- Intercambio fall newsletter (reaching over 1,800)

- Company banner displayed at La Fiesta
- Spoken recognition by La Fiesta emcee
- 3 Table tents at the event—logo, name and description of social mission/values
- 10 Tickets to La Fiesta

BRONZE SPONSOR \$1,000

Approximate Marketing Value of over \$1,300

Name mentioned in:

- Daily Camera* thank you ad
- Event fliers (5,000)
- Intercambio's website
- Intercambio's fall newsletter (reaching over 1,800)

- Company banner displayed at La Fiesta
- 1 Table tent at the event—logo, name and description of social mission/values
- 4 Tickets to La Fiesta

CONTRIBUTING SPONSOR \$500

Approximate Marketing Value of over \$900

Name mentioned in:

- Daily Camera* thank you ad
- Intercambio's website
- Intercambio's fall newsletter (reaching over 1,800)

- 2 Tickets to La Fiesta

Why should you give?

Boulder County is home to people of many different cultural and ethnic backgrounds. Over 40,000 people speak a language other than English at home! As a sponsor of La Fiesta, your support helps cover event costs (less than \$10,000) and helps net over \$50,000 in funding for Intercambio's English Language, Economic Sustainability, and Integration & Cross Cultural Programs.

For more information contact:

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Many Thanks to our Previous Sponsors!

