



**HISPANIC BUSINESS & PROFESSIONALS ASSOCIATION, INC.**

**P.O. Box 081644 - Racine, Wisconsin 53408**

<http://hbpaofracine.com> / <http://www.myspace.com/fiestamexicanaracine>

*(HBPA is a recognized 501 (C)(3) non-profit organization)*

**Request For Financial Support**

Contact Person including title and location:

**Guadalupe (Wally) Rendón – Fiesta Mexicana Director**

Contact Phone:

**262-308-3543**

Contact Fax:

**262-681-9730**

Contact e-mail:

**racinefiesta@hotmail.com**

**Program Abstract**

The Hispanic Business & Professionals Association (**HBPA**) will be hosting the 2010 Fiesta Mexicana at the Racine Festival Park grounds on August 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup>.

The purpose of the Fiesta Mexicana is to showcase our rich cultural and ethnic traditions. Education is the main focus of the event. Monies generated from this event will be utilized to award scholarships to Hispanic youths wishing to further their education. The HBPA will also promote and sponsor vital programs in the community such as English language, provide information through Outreach Programs, sponsor cultural events like Three Kings Day, Hispanic Heritage Month Luncheon, provide food baskets during the thanksgiving season.

The **HBPA** has already made significant strides in bettering the quality of life for the Racine community and the many Latino families residing in the Racine/Racine County area. Your sponsorship in this endeavor would greatly enhance the quality and quantity of assistance we can offer to our citizens. (2006 HBPA received Sam Johnson Volunteer of the Year Award)

**The projected cost for the overall Fiesta Mexicana project is \$87,000.**

The funds will be utilized to provide a first class event by allowing us to offer quality entertainment: Cultural and Regional Music, Ballet Folkloric troupes, more importantly, offer the local talent in the Racine area an opportunity to be part of this community event.

**Principal (present and past) funding partners include but not limited to:**

**Johnson Bank– Educators Credit Union – CJW Beer Distributors – Runzheimer International – Kenosha News – P.A. Staffing Services – Shorewest Realtors – 7 Mile Fair – O.H. Bakery – North Shore Bank – BRP (Bombardier) – Bank of Elmwood – Los Mariachis Restaurant – Rio Grande Foods –Spanish/Second Language Training, plus others.**

**Organization Information: Mission/Goals**

The purpose of this corporation shall be Hispanic development with focus on the education of the Hispanic community and the furtherance of Latino students seeking to further their education at accredited universities. Furthermore education shall be imparted utilizing resources intended to

be exclusively charitable and educational within the meaning of §501(c) (3) of the Internal Revenue Code. To the extent consistent with the above general purposes, the specific purposes of the corporation shall be to promote the voluntary organization of business and professional persons interested in promoting the general welfare of the community in the Southeast region of the State of Wisconsin. Everyone associated with this cultural event is a volunteer and any and all monies generated will go back into the community to better the quality of life for Hispanics in Racine County.

### **Projected Income/Expense 2010**

The projected income for fiscal year 2010 is approximately \$110,000. The projected expenses will be approximately \$87,000. The major source of revenue will be the sponsorships from area businesses, and monies generated by the Fiesta Mexicana 2010, our annual banquet and membership dues.

### **Fiesta Mexicana Three-Day Attendance 2010**

2005 – 2000 (First Year and 3-months to organize the event)

2006 – 3000

2007 – 5,000

2008 – 6,000

2009 – 6,000

2010 – 7,500 (Projected)

### **Project Budget**

Entertainment:	\$60,000
Festival Ground Rental	\$19,000
Advertisement/Marketing	\$5,000
Insurance (projected)	\$2,200
Miscellaneous Expenses	\$1,500

### **Community (Current and Past) Enhancement Programs:**

Hispanic Heritage Month Kickoff Luncheon - \$1,000.

Gilmore Middle School Cultural Program - \$1,000

Hispanic Round Table Food Basket Holiday Program - \$1,000.

Quarterly Sabor Latino Networking Event - \$1,200.

HBPA Annual Banquet - \$8,000.

Latino Mural 2008 Project – \$1000.

Zapotlanejo Mexico Sister City delegation welcome – \$1000.

Other quality of life contributions - \$4,000.

### **Fiesta Mexicana Educational Scholarships:**

2005 – Four \$1000 Scholarships

2006 – Four \$1000 Scholarships

2007 – Four \$1000 Scholarships

2008 – Six \$2000 Scholarships

2009 – Four \$2000 Scholarships (Two rain days/affected our profits)

**(These does not include other pre-Fiesta HBPA Scholarships awarded \$22,000)**

## **“Fiesta Mexicana 2010” Sponsorship Opportunities**

**( ) Platinum Sponsor (\$5,000)**

**Includes:**

- 20 Complimentary Fiesta Tickets
- Full Page Ad in HBPA Annual Banquet Program (February)
- Automatic HBPA Membership
- Opportunity to distribute your company’s marketing material (Booth)
- Business Recognition on Fiesta Marketing Material:  
**Print/Radio/Internet**/Company Banner/Business Name on Main Stage Fiesta Banner

**( ) Gold Sponsor (3,500)**

**Includes:**

- 15 Complimentary Fiesta Tickets
- Half-Page Ad in HBPA Annual Banquet Program (February)
- Automatic HBPA Membership
- Opportunity to distribute your company’s marketing material (Booth)
- Business Recognition on Fiesta Marketing Material:  
**Print/Radio/Internet**/Company Banner/ Business Name on Main Stage Fiesta Banner

**( ) Silver Sponsor (\$2,500)**

**Includes:**

- 10 Complimentary Fiesta Tickets
- ¼ Page Ad in HBPA Annual Banquet Program (February)
- Automatic HBPA Membership
- Opportunity to distribute your company’s marketing material (Booth)
- Business Recognition on Fiesta Marketing Material:  
Print/Company Banner/Business Name on Main Stage Banner

**( ) Bronze Sponsor (1,000)**

**Includes:**

- 5 Complimentary Fiesta Tickets
- Opportunity to distribute your company’s marketing material (Booth)
- Business Recognition on Fiesta Marketing Material: Print/Fiesta Stage Banner

**( ) Friends (\$500)**

**Includes:**

- 3 Complimentary Fiesta Tickets
- Business Recognition on Fiesta Material: Print

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Contact Number/email address:** \_\_\_\_\_

**SPONSORSHIP LEVEL:** \_\_\_\_\_

Please make your check payable to: **HBP**A Fiesta Mexicana - P.O. Box 081644  
Racine, WI. 53408