



Where Life is Sweet

TRT GRANT APPLICATION

PROPOSAL FOR RECREATION PROJECT FUNDING

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Fiscal Year 2024 - 2025

**PROJECT TITLE:** Hermiston Cinco de Mayo Annual Festival

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| <b>ORGANIZATION INFORMATION</b> | Organization: Hermiston Cinco de Mayo, Inc      Non-Profit Tax #: 46-2082876                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                                 | Contact Person: Martha De Leon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                 | Address: 245 E Main St Suite E, Hermiston, OR 97838                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                                 | Email: info@hermistoncincodemayo.com      Phone: 509-480-3961                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>PROJECT INFORMATION</b>      | Funding Request: \$ 15,000      Estimated Project Revenue: \$ None projected                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                                 | How many people will benefit from this project? 2500 to 4500+                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                 | Organization Annual Revenue: \$ None projected                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                 | <b>Project Description:</b> (attach additional pages if necessary)<br><br>This Organization was formed to organize and execute a community wide event every 5th of May. The event takes place at the Eastern Oregon Trade and Event Center (EOTEC) in Hermiston. Pre-Covid celebration had about 4500 attendees throughout the weekend. The 2023 event had about half of that.<br><br>The event consists of Local food, craft, business vendors. It also includes an array of musical performances, traditional dances to the Latino community, a car show, and a variety of entertainment.<br>This event showcases various talents throughout the community (dance groups, artists, musical talent, etc.) Family friendly activities include, bounce-houses, face painting, craft corners and small sport sessions. The event also hosts a pageant that requires the candidates to perform various volunteer hours, give a presentation about a specific state in Mexico to honor their heritage, and be interviewed and judged before a panel of local school district and Hermiston Cinco de Mayo, Inc board representatives.<br><br>This event is widely publicized through social media, newspaper outlets, and word of mouth. The goal is to have a huge community turnout that will enjoy the Festivity and in turn have local state and community resources available to the them hrough our non profit vendors.<br><br>We hold the festivity at EOTEC and this also helps Promote this facility to members of the community who may not have seen it and what the facility can offer. It also lets other Artists and other business have a look at the facility and see its capabilities for hosting large events.<br><br>Our overall goal is to bring the community together Have a really great time and in the meantime offer any services that benefit our community as a whole.<br><br>Attached is our sponsor packet for 2024 and a QR code that takes you to all our social media pages.<br><br>Thank you! |
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Authorized Signature: \_\_\_\_\_

Date: 4/11/2024

Applications submitted after May 31 will not be accepted.



245 E Main St, Suite E  
Hermiston, Oregon 97838

Website: [www.HermistonCincodeMayo.com](http://www.HermistonCincodeMayo.com)

Email: [info@hermistoncincodemayo.com](mailto:info@hermistoncincodemayo.com)

## SPONSORSHIP OPPORTUNITIES

May 5, 2024

Taking place at



1705 E Airport Rd.  
Hermiston, OR 97838



## TO ALL OUR FRIENDS IN THE COMMUNITY

Friends of the Hermiston Hispanic & Latino Community:

Hermiston Cinco De Mayo, Inc is an IRS 503(c)(3) tax-exempt non-profit corporation formed under the auspices of the City of Hermiston's Hispanic Advisory Committee (HAC). Our organization is committed to adding positives to our community by using culture, diversity, unity, and celebration as a manner to give to others.

Like most great events, our organization made a presence in 2013. From humble beginnings, the Hermiston Cinco de Mayo Event began as a small six-hour celebration in downtown Hermiston. After successfully putting on this event in the years to follow, the festival outgrew Hermiston's downtown, and we are now putting on this event on the largest platform Hermiston has to offer at Hermiston's Eastern Oregon Trade & Event Center (EOTEC).

Having grown from a six-hour event in downtown Hermiston, Hermiston Cinco de Mayo is now a two-day event at EOTEC. Thanks to our sponsors and contributors throughout the years, we have had over 4,500 individuals attend and enjoy our events, festivities, and entertainment in our 2019 Celebration.

For the years of 2020, 2021, and 2022, Hermiston Cinco de Mayo was forced to cancel the annual event in order to keep our community members safe. Thankfully, in 2023 we were able to ramp up the event once more. The event had a turnout of about 2,300 visitors various vendors and an impressive list of musical artists.

Hermiston Cinco De Mayo, Inc., would love to have you be part of this event by serving as a sponsor. Through your sponsorship of Hermiston Cinco De Mayo 's 2024 event, countless amount of community leaders, friends, and associates will benefit from your sponsorship. As a result of your sponsorship, this will help provide a substantial number of opportunities for your business by gaining exposure to the community at large, and at the same time supporting a great cause.

The different levels of sponsorship have been delineated on the pages to follow and since we are a non-profit organization, your contribution is tax deductible. With your help, the 2024 Hermiston Cinco De Mayo event will include a wide variety of live entertainment, giveaways, and food. Furthermore, we hope to provide multiple means of media to advertise and cover this event, including radio, print and social media. In all, with your financial contribution and our passion to give to our community, Hermiston Cinco De Mayo 2024 will be an enormous success.

The Cinco De Mayo directors and I thank you for considering this request.

Very truly yours,

Moises Lopez  
President  
Hermiston Cinco De Mayo, Inc.



## SPONSORSHIP OPPORTUNITIES

Featuring national, regional, youth and local musical acts and dance performances.



### MAIN STAGE PLATINUM OFFICIAL SPONSOR

Fee - \$5,000.00 or more Includes;

- Announcements 20x a day as official main stage sponsor
- 10' X 20' exhibit booth space in premium location
- 5 Banner placements - 3 at stage & 2 within event site (banners provided by sponsor)
- 3 Custom posts on social media sites, Facebook & Instagram
- 2 Emails marketing company logo placement with link to website through Constant Contact
- Front page website hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.



### MAIN STAGE GOLD MAJOR SPONSOR

Fee - \$2500.00 - \$4999.99 Includes;

- Announcements 15x a day a major main stage sponsor
- 10' X 10' exhibit booth space in premium location
- 2 Banner placements - 1 at stage & 4 within event site (banners provided by sponsor)
- 2 Custom posts on social media sites, Facebook & Instagram
- 1 Emails marketing company logo placement with link to website through Constant Contact
- Sponsor page hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.



### MAIN STAGE SILVER SUPPORTING SPONSOR

Fee - \$1500.00 - \$2499.99 Includes;

- Announcements 10x a day as official main stage sponsor
- 10' X 10' exhibit booth space
- 2 Banner placements - 1 at stage & 2 within event site (banners provided by sponsor)
- 1 Emails marketing company logo placement with link to website through Constant Contact
- Sponsor page hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.



### MAIN STAGE BRONZE SPONSOR

Fee - \$500.00 – \$1499.99 Includes;

- 10' X 10' exhibit booth space
- 1 Banner placements - 1 within event site (banner provided by sponsor)
- Sponsor page hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.



Electronic Payment for sponsorship follow link or Scan QR CODE:

<https://www.zeffy.com/en-US/ticketing/da365460-31e6-4499-8093-fbd1c8fa85ab>



### **INTERNET COVERAGE**

HermistonCincodeMayo.com is the official Website for Hermiston Cinco de Mayo. Website Google search engine lists Hermiston Cinco de Mayo on the first page via a general search of the words "Hermiston Cinco de Mayo."

### **FACEBOOK + INSTAGRAM**

Facebook updates will occur regularly throughout the month of April and before the event in May. Page "Likes" increased again over last year, currently the "Hermiston Cinco de Mayo 2023" Festival page has more than 2,300 likes. Facebook was used continuously to promote the event through video postings, logo placements, event features, volunteer recruitment and more. Facebook posts are also linked to Instagram @HermistonCincodeMayo.

### **WORD OF MOUTH**

As evident by the number of returning visitors, the Cinco de Mayo Festival has become popular by word of mouth. There are many factors that contribute to building "word of mouth" including; longevity, affordability for families, variety of vendors both food and non-food, a strong entertainment component and a variety of unique festival features like a carnival, special sponsor attractions and more.

## **WANT TO BECOME A SPONSOR?**

### **CONTACT US TO LEARN HOW:**

**Moises Lopez**

***President***

**Hermiston Cinco De Mayo**

541.303.4356

info@hermistoncincodemayo.com

**Martha De Leon**

***Secretary***

**Hermiston Cinco De Mayo**

509.480.9361

marfuh.5@gmail.com

**Saul Olvera**

***Vice President***

**Hermiston Cinco De Mayo**

541.720.6248

hermistoncincodemayo@hotmail.com

**Nazario Rivera**

***Treasurer***

**Hermiston Cinco De Mayo**

541.561.0676

riveranaz1987@gmail.com



## PROMOTIONAL SPONSORSHIP

### MAIN STAGE SILVER/JARIPEO (BULLRIDING SPONSORSHIP)

#### SUPPORTING SPONSOR

Fee - \$1500.00 - \$2499.99 Includes;

- Announcements 10x a day as official main stage sponsor
- 10' X 10' exhibit booth space
- 2 Banner placements - 1 at stage & 2 within event site (banners provided by sponsor)
- 1 Emails marketing company logo placement with link to website through Constant Contact
- Sponsor page hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.

#### \*\*\*BONUS:\*\*\*

\*SPONSORING BULL (WE ARE PLANNING ON HAVING 10 BULLS)

\*SPONSORING BULL RIDER

\*SPONSORING BANDA DURING JARIPEO

\* SPOTLIGHT OF BUSINESS DURING BULL AND BULLRIDER PREPARATION





## PROMOTIONAL SPONSORSHIP

### **MAIN STAGE SILVER/JARIPEO (BULLRIDING SPONSORSHIP)**

#### **SUPPORTING SPONSOR**

Fee - \$1500.00 - \$2499.99 Includes;

- Announcements 10x a day as official main stage sponsor
- 10' X 10' exhibit booth space
- 2 Banner placements - 1 at stage & 2 within event site (banners provided by sponsor)
- 1 Emails marketing company logo placement with link to website through Constant Contact
- Sponsor page hyper-linked logo placement on official festival website (HermistonCincodeMayo.com)
- Company name included as a sponsor in all press releases and media kits.

#### **\*\*\*BONUS:\*\*\***

**\* BAND/GRUPO SPONSOR (6 SPONSORS)**

**\* SPONSORING ENTERTAINMENT**

**\* SPOTLIGHT OF BUSINESS PRESENTING BAND**

