



## 18<sup>th</sup> Annual Mariachi Northwest Festival

*Pathways to College*

Town Toyota Center - Wenatchee, WA

March 18<sup>th</sup>, 2016

Dear Potential Donor,

The **Mariachi Northwest Festival** is in its 18<sup>th</sup> year of inspiring youth through music to have high aspirations and pursue higher education. This would not be possible without our wonderful community coming together to support the students of Wenatchee and the beautiful Mariachi tradition.

We have ***GREAT NEWS*** about this year's festival. The festival has partnered with Town Toyota Center (TTC), the largest event venue in Wenatchee with over 4000 seats. Additionally, TTC brings a robust marketing and event promotion expertise and infrastructure. With this additional support, we are coordinating an exciting enrichment opportunity for youth in the Wenatchee School District and districts around the state with inspiration from a well-known recording artist in the Mariachi world. This year we are excited to bring ***Mariachi Divas*** to provide workshops and a great musical performance at our festival, new choreographic dance performance by ***Bailadores de Bronce***, and the ***Escamilla Brothers*** doing their roping extravaganza. Our focus on Higher Education will include intense workshops and additional inspiration from speakers on higher education from our partner colleges/universities.

Your annual sponsorship of your choosing helps pay for the following festival expenses:

- Costs of instruction at workshops – Artistic Director, workshop instructor fees, preparation of music, etc. Stipends for local instructor assistants
- Travel expenses – for ten professional instructors including airfare, hotel, car rental
- Marketing/Promotion – marketing materials, website, ads, etc.
- Food/meals for visiting instructors
- Printing costs of music packets for students

In addition to being an enriching educational experience for youth, it promotes a culture of academia in families that is vital to reaching higher education opportunities. Just as important, this event promotes the rich Mexican heritage and cultural traditions that enhances our state's diverse social environment and multicultural understanding. A check can be issued to Wenatchee Valley Museum and Cultural Center c/o Mariachi Northwest Festival. If you have any questions, please don't hesitate to contact me at 509-670-3461. Learn more at [www.mariachinorthwestfestival.com](http://www.mariachinorthwestfestival.com).

Sincerely,

***Jesus Hernandez***

Jesus Hernandez, Treasurer

Northwest Mariachi Festival Planning Committee

### **Sponsorship Benefits:**

**Tax Deductible Contribution:** The Wenatchee Valley Museum & Cultural Center is a 501c3 non-profit organization Tax ID# 91-6054055 ~ A receipt will be provided.

**Colleges/Universities:** Opportunity to speak to our students, provide outreach materials & literature via informational booth and bring student role models.

**Luxury Suites:** For our University sponsors, we have secured a Luxury Suite at the Town Toyota Center's state-of-the-art facility, your friends, clients, and colleagues will enjoy the privacy of viewing the concert in an atmosphere designed with privacy and luxury in mind. Please let us know the number of people that will be joining so we can reserve the number of VIP tickets and appropriate size suite.

**Promotion/Marketing:** Our festival sponsors will be included in all promotional materials for the festival. This includes website, concert programs, posters, and outreach materials to school districts and other participants. During the concerts, sponsors will be acknowledged during the program. Additionally, during the workshops and the two concerts the opportunity to have a resource table and displaying other sponsor promotional materials will be accommodated as much as possible.

**Tickets:** VIP seating tickets will be made available to our primary festival sponsors.

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