



HoLa Festival 2019

20th Edition

Saturday and Sunday, September 28 and 29, 2019

Market Square, Downtown Knoxville

Sponsor Information Packet

The 20th edition of the HoLa Festival, showcases a rich mix of culture, traditions and authentic foods from many Spanish-speaking countries from around the globe.

Attended last year by approximately 3,000 people, at the Saturday Kick Off and 23,000 people on Sunday, the HoLa Festival is an annual celebration of diversity and a cultural salute to our East Tennessee community.

Admission is FREE. This family-oriented street festival is a superb opportunity to introduce your business to the Hispanic and international communities.

We invite you to join us in celebrating Hispanic Heritage month by becoming a sponsor of HoLa Festival.

Saturday, September 28th from 7 PM until 10 PM
Sunday, September 29th from 11:00 PM until 6 PM

For further information: casahola@holafestival.org



HoLa Hora Latina is a 501(c)3 non-profit organization serving the Knoxville Metro area since 1992 and dedicated to art, education and culture. Our mission is to promote unity in the community by building cultural and communication bridges between Hispanics and the community at large.

HOLA FESTIVAL Sponsorship Benefits

For further information, please contact Pedro Tomás at casahola@holafestival.org

Corporate Sponsorship Levels	★ Sponsor of the year \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Identification as Sponsor of the year through promotional materials displayed at HoLa Festival and other events (to be provided by sponsor)	√				
Invitation to address guests at the Hispanic Heritage Month Opening Ceremony, and at the Festival	√				
Industry exclusivity at HoLa Festival	√	√			
Logo on home page holafestival.org website and printed media advertisements	√	√	√	√	√
Mention from Main Stage	√	√	√	√	√
Logo on large banner in front of Main Stage	√	√	√	√	√
Recognition at the Hispanic Heritage Month Opening Ceremony	VIP	√	√	√	√
Logo on HoLa Festival website-Sponsor Page	√	√	√	√	√
Media advertisement	√	√	√	√	√
Listing on website	√	√	√	√	√
Invitations to the Hispanic Heritage Month Opening Ceremony	10	8	6	4	2
Booth Space at the Festival	10' x 10' Included	10' x 10' Included	10' x 10' Included	10' x 10' Included	10' x 10' \$175

Note: Deadline for ad submissions is September 6, 2019

2019 HOLA FESTIVAL SPONSOR LEVELS



Sponsor of the year ★ - \$15,000 or more

Identification as Presenting Sponsor of the HoLa Festival including promotional materials placed at the Festival and other events (to be provided by sponsor)
Opportunities to address guests at the Hispanic Heritage Month opening ceremony and at the Festival Industry exclusivity at HoLa Festival
Logo on home page at holahorlatina.org website and printed media advertisements
Mention and logo on large banner on main stage
Recognition at the Hispanic Heritage Month opening ceremony
Logo and acknowledgement on HoLa Festival website 'Sponsor Page' and media advertisement
One VIP table (10 guests) at Hispanic Heritage Month Opening Ceremony
One 10' x 10' booth space at the HoLa Festival (included)

Platinum Sponsor - \$10,000

Industry exclusivity at HoLa Festival
Full page color ad in the HoLa Festival program
Logo on home page at holahorlatina.org website and printed media advertisements
Mention and logo on large banner on the main stage
Recognition at the Hispanic Heritage Month opening ceremony
Logo and acknowledgement on HoLa Festival website 'Sponsor Page' and media advertisement
Tickets for eight (8) guests at the Hispanic Heritage Month Opening Ceremony
One 10' x 10' booth space at the HoLa Festival (included)

Gold Sponsor - \$5,000

Half page color ad in the HoLa Festival program
Logo on home page at holahorlatina.org website and printed media advertisements
Mention and logo on large banner on the main stage
Recognition at the Hispanic Heritage Month opening ceremony
Logo and acknowledgement on HoLa Festival website 'Sponsor Page' and media advertisement
Tickets for six (6) guests at Hispanic Heritage Month Opening Ceremony
Opportunity to have booth space (10' x 10') (included)

Silver Sponsor - \$2,500

Recognition at the Hispanic Heritage Month opening ceremony
Logo and acknowledgement on HoLa Festival website 'Sponsor Page' at holahorlatina.org
Media advertisement
Tickets for four (4) guests at the Hispanic Heritage Month Opening Ceremony
Opportunity to have booth space (10' x 10') (included)

Bronze Sponsor - \$1,000

Listing on the HoLa Festival website 'Sponsor Page' at holahorlatina.org
Tickets for two (2) guests at the Hispanic Heritage Month Opening Ceremony
Opportunity to have booth space (10' x 10') (included)

Supporter - \$500

Listing on the HoLa Festival Sponsor page at holahorlatina.org
Tickets for two (2) guests at the Hispanic Heritage Month Opening Ceremony.

Friend of HoLa - \$250

HoLa membership / Tickets for two (2) guests at the Hispanic Heritage Month Opening Ceremony.



Sponsorship and Advertisement Form

Company / Contributor Name: _____ ("Sponsor")

Authorized Person: _____ Title: _____

Primary Contact: _____ Contact email: _____

Address: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Web Site: _____

Corporate Sponsorship Levels

Rate*

*Does this value include in-kind contributions?

- Sponsor of the year \$15,000
- Platinum \$10,000
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,000
- Supporter \$500
- Friend of HoLa \$250

- No
- Yes

If yes, please list and value the in-kind contributions

Festival Booth Space (10'x10' tent)

Fee

**Does your booth need electricity?

- Sponsor of the year FREE
- Platinum FREE
- Gold FREE
- Silver FREE
- Bronze \$175
- Supporter \$225
- Friend of HoLa \$225
- Small Business Table \$200

- No
- Yes

Please describe power and special needs

I will provide my company tent

Contact Signature: _____

Date: _____

TOTAL ENCLOSED \$ _____ (payments may be made through our secured PayPal account on our website; www.holahoralatina.org)

Please make checks out to *HoLa Hora Latina*,
Send to *100 S. Gay Street, Suite 112, Knoxville, TN 37902*

Sponsor logos and advertisements are due **September 6, 2019**

Sponsor agrees to support HoLa Hora Latina at the Sponsorship Level and Rate indicated above,
and agrees to the Terms and Conditions of this Sponsorship Agreement.

Sponsorship Agreement Terms and Conditions

Benefit Definitions & Details

- Industry Exclusivity is defined as being the only provider from a specific industry to provide a specified good or service. Examples: "The official water of the HoLa Festival." or "The official airline of the HoLa Festival." or "The official bank of the HoLa Festival." Subject to availability. Terms, limitations, and conditions apply. Please contact a member of the Sponsor Support Team for details and to secure your industry exclusivity.
- Logos: organization logo must be provided in camera-ready art form for both web and print publications, by September 6th, 2019.
- HoLa Festival Program is an annual publication produced exclusively for HoLa and distributed throughout the metropolitan area and at events.

Sponsorship. HoLa Hora Latina will furnish Sponsor with the sponsorship rights and amenities for the 2019 HoLa Festival according to the Sponsorship Level selected and paid for by Sponsor.

Term. The term of this Sponsorship Agreement begins on the Effective Date and terminates upon the conclusion of 2019 Hispanic Heritage Month, on October 15th, 2019 "The Term").

Payment. Sponsor will pay the Rate (less the value of any in-kind contribution) and any additional contribution within thirty (30) days after its receipt of an invoice from HoLa Hora Latina for its sponsorship in accordance with this Sponsorship Agreement, but no later than September 6st, 2019.

Trademarks and Copyrights. Use of Event Marks. HoLa Hora Latina grants Sponsor, during the Term and for 30 calendar days thereafter, a non-exclusive license to use "HoLa Festival 2019" and its variations in the same form they are provided by HoLa Hora Latina (the "Event Marks") in connection with the Sponsor's Hispanic Heritage Month's activities in a manner consistent with HoLa Hora Latina's guidelines for use of the Event Marks, this Sponsorship Agreement, and the Sponsor's Sponsorship Level. Sponsor will comply with HoLa Hora Latina's reasonable requests regarding the use of the Event Marks.

Use of Sponsor Marks. Sponsor grants to HoLa Hora Latina a non-exclusive, royalty-free license to use the Sponsor marks attached to Annex B in camera-ready format (the "Sponsor Marks"): (i) during the Term in connection with HoLa Hora Latina's promotional and publicity activities, including print, video, and electronic materials, for the HoLa Festival 2019; and (ii) after the Term in reference to Sponsor's sponsorship of the HoLa Festival 2019.

Event Contents. Sponsor may photograph or otherwise record its presence at the HoLa Festival 2019 but will not otherwise record or reproduce any portion of the HoLa Festival 2019, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format without HoLa's prior written consent. Sponsor's actions to photograph or otherwise record its presence will take place only in the public access areas of HoLa Festival 2019 and will not interfere with the normal operations of the event.

Liability. Neither HoLa Hora Latina nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will HoLa Hora Latina be liable for lost profits or other special or consequential damage. The foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.

Reschedule or Cancellation. Presently, the HoLa Festival 2019 is scheduled to take place on Saturday and Sunday, September 28th and 29th, 2019. HoLa Hora Latina reserves the right to reschedule, relocate or cancel the HoLa Festival 2019 or any individual events comprising it if necessary, for any reason, including:

(i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with the applicable authorities on any issue related to the HoLa Festival 2019; or (iv) acts of God or any other cause beyond HoLa Hora Latina's reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe.

If the HoLa Festival 2019 is cancelled in whole, HoLa Hora Latina will issue refunds a prorated amount, based on sponsorship amounts actually paid, of the total sponsorship fees received less the expenses incurred by HoLa Hora Latina. No further refunds or other amounts will be due from HoLa Hora Latina for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee paid.

Termination. HoLa Hora Latina reserves the right to accept or reject sponsors in its sole discretion. HoLa Hora Latina may terminate this Sponsorship Agreement at any time, in which case Sponsor's rights to use the Event Marks will terminate immediately, and HoLa Hora Latina will refund to Sponsor any amounts paid to HoLa Hora Latina and return any in-kind contribution received by HoLa Hora Latina (or equivalent value), under this Sponsorship Agreement.

Tax Status. HoLa Hora Latina is a registered 501(c)(3) non-profit organization.

Miscellaneous. This Sponsorship Agreement represents the entire agreement between HoLa Hora Latina and Sponsor, and there is no other agreement or warranty between the Sponsor and HoLa Hora Latina. This Sponsorship Agreement establishes a non-exclusive relationship between Sponsor and HoLa Hora Latina, and HoLa Hora Latina retains the right to enter into other Sponsorship Agreements at its discretion. If a Sponsor of the year Level reasonably believes that another Sponsorship Agreement conflicts with its right to industry exclusivity, HoLa Hora Latina will work with the Sponsor of the year to reach a commercially reasonable solution. All legal matters pertaining to the HoLa Festival 2019 and this Sponsorship Agreement will be governed by and construed under the laws of the Tennessee without regard to any provision of Tennessee that would require or permit the application of the substantive law of another jurisdiction. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for D.C. for any actions arising out of or relating to this Sponsorship Agreement.

This Sponsorship Agreement may be executed in multiple counterparts, each of which will be considered an original and all or any one of which constitute one and the same agreement. Email copies will be treated as originals for these purposes.

This Sponsorship Agreement is personal to the parties and neither party may assign it without the prior written consent of the other part.