

LA ASOCIACIÓN NACIONAL DE GRUPOS FOLKLÓRICOS
XLV CONGRESO NACIONAL

Phoenix, Arizona
July 7-15, 2018



SPONSORSHIP GUIDE

LA ASOCIACIÓN NACIONAL DE GRUPOS FOLKLÓRICOS

MISSION

La Asociación Nacional de Grupos Folklóricos (ANGF) is a 501(c)(3) non-profit organization dedicated to the research, preservation, presentation, and education of indigenous and mestizo culture as well as other related folklore within the realm of dance, music, and the visual arts.

VISION

ANGF was established in Albuquerque, New México in 1973 as a united international association to serve as a voice for the promotion and preservation of Mexican folklore traditions. We aim to actively pursue the research, education, and artistic representation of the rich dance, music, and folk art traditions of Mexico. We also aims to promote and generate a greater understanding of interrelated folk cultural traditions through our organization. We are here to serve our communities through our distinct culture, educational goals, and outreach endeavors. We acknowledge that it is through collective dialogue and communal practices that we can actively advance the edification of our history, traditions and other goals set forth by ANGF's founding fathers.

ADDITIONAL PROGRAMS

ANGF is proud to announce three additional programs to instill leadership, health and pursuit of Higher Education at the Congreso. The programs are: 1) Health and Fitness, 2) Leadership Shadow Program, 3) Higher Education Comprehension including the exposure to Dance Programs and direction to which institution specializes in dance. College students may apply for college credit for their time of study at the Congreso.



Alcorta's Compañía de Danza
Corpus Christi, Texas

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PHOENIX - ANGF 2018 NATIONAL CONFERENCE

The Asociación Nacional de Grupos Folklóricos (ANGF) invites you to celebrate Congreso XLV this summer!

The Arizona Grand Resort & Spa will be the ANGF Folklórico Headquarters and host to more than 500 dancers, directors, teachers, sponsors, vendors and guests from across the United States and México. Join us for ANGF's 45th anniversary celebration in The Valley of the Sun from July 7-15, 2018.

CONFERENCE

Movement classes are instructed by masters of the art of la Danza Folklórica Mexicana. Each maestro specializes in history and dance from their native regions of México. In addition to the adult movement class, the Desarrollo class (Children's dance initiative) introduces and solidifies the basics of folklórico in a fun and creative method. Featured classes for 2018 will be from the Mexican regions of Jalisco, Guerrero, Sinaloa, Tamaulipas, Chiapas, and Quintana Roo.

Networking at the Director's Gathering

Each year Group Directors and instructors are provided the time and opportunity to network and learn from each other in their best interest, add their input about ANGF programs and have the opportunity to join a Committee of ANGF and solidify the growth of ANGF's offerings as well as promote ANGF to states that are not currently represented at the Congreso.

Phoenix – "Sede del XLV Congreso Nacional"

Participants have the opportunity to explore local restaurants, learn about Mexico's folklórico history and culture by the best maestros from Mexico, review or learn new regional bailes y danzas, network with fellow danzantes, as well as venture into the numerous attractions with familiar and new friends and enjoy what Phoenix has to offer.



Los Lupeños de San Jose
San Jose, California

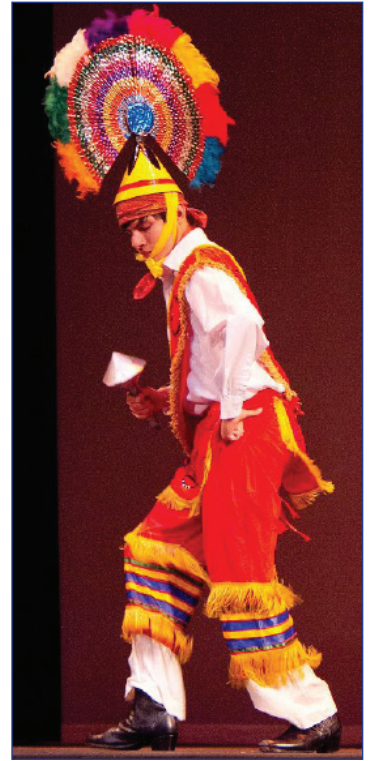
EVENING SHOWCASES

As a sponsor you are offered the opportunity to be our guest at the evening showcases. The vast array of danza folklórica mexicana demonstrates the strength, longevity and beauty of our vibrant traditional art form.

LA ASOCIACIÓN NACIONAL DE GRUPOS FOLKLÓRICOS PAST CONFERENCE LOCATIONS

I	1974	ALBUQUERQUE, NM	XVI	1989	OAXACA, MEX	XXXI	2004	ACAPULCO, MEX
II	1975	SAN JOSE, CA	XVII	1990	SAN JOSE, CA	XXXII	2005	SAN ANTONIO, TX
III	1976	PUEBLO, CO	XVIII	1991	XALAPA, MEX	XXXIII	2006	WASHINGTON DC
IV	1977	SEATTLE, WA	XIX	1992	SO. PADRE ISLAND, TX	XXXIV	2007	LAS CRUCES, NM
V	1978	MANHATTAN, KS	XX	1993	ALBUQUERQUE, NM	XXXV	2008	TEPIC, MEX
VI	1979	PUEBLA, MEX	XXI	1994	TUCSON, AZ	XXXVI	2009	AUSTIN, TX (RESTRUCTURE)
VII	1980	SAN ANTONIO, TX	XXII	1995	XALAPA, MEX	XXXVII	2010	LAS VEGAS, NV
VIII	1981	LOS ANGELES, CA	XXIII	1996	CORPUS CHRISTI, TX	XXXVIII	2011	LAS VEGAS, NV
IX	1982	ALAMOSA, CO	XXIV	1997	KANSAS CITY, MO	XXIX	2012	CORPUS CHRISTI, TX
X	1983	GUADALAJARA, MEX	XXV	1998	AGUASCALIENTES, MEX	XL	2013	LAS VEGAS, NV
XI	1984	LAS CRUCES, NM	XXVI	1999	GUADALAJARA, MEX	XLI	2014	ALBUQUERQUE, NM
XII	1985	SAN DIEGO, CA	XXVII	2000	SAN ANTONIO, TX	XLII	2015	ONTARIO, CA
XIII	1986	HOUSTON, TX	XXVIII	2001	PUERTO VERACRUZ, MEX	XLIII	2016	LAS VEGAS, NV
XIV	1987	DENVER, CO	XXIX	2002	RIVERSIDE, CA	XLIV	2017	MCALLEN, TX
XV	1988	ANN ARBOR, MI	XXX	2003	XALAPA, MEX			

EXPERIENCE THE ART



ANGF's Conference Registration averages 380 – 550 annually. Our membership however includes over 2,000 members. These members are diverse in age, experience, socioeconomic status, ability and ethnicity. Sponsoring ANGF allows us to promote and offer exposure to your production through the Nation and in return you would support our mission and programs.

WHY ANGF?

Promoting and generating a greater understanding

of interrelated folk cultural traditions, ANGF offers quality workshops with college credit and programs to train and promote Health and Fitness, Leadership and Higher Education. Witness the action live! As a sponsor you have access to the VIP section at our evening guest performances.

According to Laura Sonderup, Director of Herich Hispanidad "What is needed for a successful Hispanic promotional campaign is sensitivity to what is important to Hispanics - and senior corporate executives willing to

VIVIR LA TRADICIÓN



initiate a reversal of underinvestment in the Hispanic market by creating new allocation levels in their business and marketing plans for reaching Hispanic consumers. The opportunity is growing. The time is now.

“Events create excitement, reinforce image, and allow you to hand-deliver your marketing message face-to-face with your target audience. However, many company’s efforts at selling themselves to Hispanics are limited to sponsoring the occasional Cinco de Mayo celebration -- these half-hearted efforts will not effectively capture the

attention of Hispanic consumers.”

ANGF is here to serve all communities throughout our distinct culture and outreach endeavors. ANGF looks forward to being a spokesperson for your business. Let us endorse your business/product at our Conference (due to Hotel restrictions we cannot offer samples of food or drink). To follow is the Sponsorship Agreement. ANGF is a respected and highly valued folklórico resource for teachers, directors, and dancers. ANGF looks forward to a mutually beneficial marketing partnership with you.

Date: _____

La Asociación Nacional de Grupos Folklóricos National Conference 2018 Sponsorship Agreement

Contact Name _____ Position _____
Company _____ Phone _____
Address _____
City _____ State _____ Zip _____
Fax _____ Email _____

Signature _____

Platinum Level \$10,000 (One Available)

- Corporate logo recognition as supporter on all print advertisements and T-shirts
- Recognition as supporter in all regional and national press releases for the event
- Recognition as supporter in newsletters and conference packet
- Pass your marketing flyers or post cards at our event
- Corporate banner (need to provide) will be prominently displayed during event
- Recognition as supporter on ANGF website with hyperlink to corporate website
- Thank you announcement at beginning of evening productions
- Full-page advertisement – back cover, color, glossy, 8½ x 11 program
- VIP seating ANGF events

Gold Level \$8,000 (Two Available)

- Corporate logo recognition as supporter on all print advertisements and T-shirts
- Recognition as supporter in all regional and national press releases for the event
- Recognition as supporter in newsletters and conference packet
- Pass your marketing flyers or post cards at our event
- Corporate banner (need to provide) will be prominently displayed during event
- Recognition as supporter on ANGF website with hyperlink to corporate website
- Thank you announcement at beginning of evening productions
- Full-page advertisement – inside front/back cover, color, glossy, 8½ x 11 program
- VIP seating ANGF events

Silver Level \$5,000

- Corporate logo recognition as supporter on all print advertisements
- Recognition as supporter in all regional and national press releases for the event
- Recognition as supporter in newsletters and conference packet
- Pass your marketing flyers or post cards at our event
- Recognition as supporter on ANGF website with hyperlink to corporate website
- Thank you announcement at beginning of evening productions
- Full-page advertisement – color, glossy, 8½ x 11 program
- VIP seating ANGF events

Bronze Level \$2,000

- Corporate logo recognition as supporter on all print advertisements
- Recognition as supporter in newsletters and conference packet
- Recognition as supporter on ANGF website with hyperlink to corporate website
- Full-page advertisement – color, glossy, 8½ x 11 program
- VIP seating ANGF events



ANGF XLV Congreso Nacional
Phoenix, Arizona
Arizona Grand Resort & Spa
July 7-15, 2018

Send your tax deductible donation
payable to ANGF and mail to:

8083 Whitney Drive
Riverside, CA 92509

Thank you for supporting the
Mexican and Latino Arts and our
Youth Leaders of tomorrow.

Date: _____

La Asociación Nacional de Grupos Folklóricos National Conference 2018 Advertisement Agreement

Contact Name _____ Position _____

Company _____ Phone _____

Address _____

City _____ State _____ Zip _____

Fax _____ Email _____

Signature _____

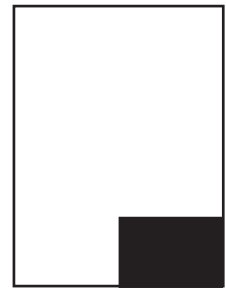
Please choose what size you would like your ad to be

Full Page \$500

Half Page \$250

Quarter Page \$125

Business Card \$50



Please email artwork to: samaljr@gmail.com no later than May 31, 2018. (We recommend yousendit.com for emailing large files.)

**Send your tax deductible donation payable to ANGF and mail to:
8083 Whitney Drive, Riverside, CA 92509**

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Thank you for supporting the Mexican and Latino Arts and our Youth Leaders of tomorrow.

Date: _____

**La Asociación Nacional de Grupos Folklóricos
National Conference 2018
Donation Form**

Contact Name _____ Position _____
Company _____ Phone _____
Address _____
City _____ State _____ Zip _____
Fax _____ Email _____

Signature _____

Item Donation

Description: _____

Value: _____

Monetary Donation

- Contributing Sponsor Level \$1,000
- Supporting Sponsor Level \$750
- Friends Sponsor Level \$500
- Associate Sponsor Level \$175

Total Amount: _____

**Send your tax deductible donation payable to ANGF and mail to:
8083 Whitney Drive, Riverside, CA 92509**

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ASOCIACIÓN NACIONAL DE GRUPOS FOLKLÓRICOS (ANGF)

Federal Tax ID Number: 51-0141331

FOR MORE INFORMATION PLEASE CONTACT

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E-mail: [idkristy@aol.com](mailto: idkristy@aol.com)