

Sponsorship Package



September 17, 2022
6:00 pm – 10:00 pm

Event Information

Saturday, September 17, 2022

6:00 pm – 10:00 pm

City of Richland Hills

The Link Event and Recreation Center and Link Plaza

6750 Baker Blvd. Richland Hills, TX 76118

Anticipated Attendance: 400

Join us for the City of Richland Hills' annual Fiesta de Herencia celebrating Hispanic Heritage Month. Attractions including a mechanical bull, entertainment with a live DJ and bands, food from numerous Hispanic vendors, and other activities for those of all ages will be available for all to enjoy. Whether a monetary contribution or an in-kind donation, your support will earn your business face to face marketing in front of area residents and enhance your promotional campaign.

For more information about this event, please contact Cinthia Mendieta, cmendieta@richlandhills.com or 817-616-3772.



Sponsorship Opportunities

Oro (Gold) Sponsor - \$1,000

- Sponsor recognition as the title sponsor on the following event promotion:
 - Advertisements on the Richland Radio station at The Link
 - The Link e-blast newsletter (distribution of 1,000+)
 - City of Richland Hills and Link social media event promotion
 - Digital Flyer (distribution of 2,000+)
- Category / product exclusivity for the event
- Logo prominently displayed on main stage
- Display space of 10' x 20' in Link Plaza
- Logo will be displayed prominently on Event Webpage
- Logo prominently displayed on event informational signs
- Sponsor will receive verbal recognition throughout the event
- Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine
- 5 VIP parking passes
- First Right of Refusal for Fiesta de Herencia 2022

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Encierro de Torro Exclusive Sponsor - \$750

- Sponsor of Mechanical Bull

Entretenimiento Exclusive Sponsor - \$750

- Sponsor of Live Entertainment

Above exclusive sponsorship option receives:

- Sponsor prominently recognized on the following event promotion:
 - The Link e-blast newsletter (distribution of 1,000+)
 - City of Richland Hills' and Link social media event promotion
 - Digital Flyer (distribution of 2,000+)
- Logo displayed on main stage
- Display space of 10' x 10' to distribute promotional materials
- Logo displayed on event signage
- Sponsor will receive verbal recognition throughout the event
- Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine
- 1 VIP parking pass

Plata (Silver) Sponsor - \$500

- Sponsor prominently recognized on the following event promotion:
 - The Link's e-blast newsletter (distribution of 1,000+)
 - City of Richland Hills' social media promotion on event date
 - Digital Flyer (distribution of 2,000+)
- Logo displayed on event signage
- Display space of 10' x 10' to distribute promotional materials
- Sponsor will receive verbal recognition throughout the event
- Name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine

Bronce (Bronze) Sponsor - \$250 cash or in-kind donation

- Display space of 10' x 10' at event
- Name displayed on event signage
- Name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine



Richland Hills' Fiesta de Herencia

Sponsorship Application

We are excited to host our Annual Fiesta de Herencia! This Hispanic Heritage celebration is sure to be a success with the help of our community! We are currently anticipating 400 attendees to partake in the festivities. Sponsorship is a great way to promote your business and show your community support. This is a free family-friendly event open to the public. With the support of our sponsors and community partners, the Richland Hills community and surrounding areas will enjoy free admission, entertainment, attractions, access to food vendors, and more! Whether a monetary contribution or an in-kind donation, your support will earn your business face to face marketing in front of area residents and enhance your promotional campaign.

Organization / Business Name		
Contact Name	Title	
Organization Address	City	Zip Code
E-mail Address	Website	
Phone	Fax	

Sponsorship options (Please Check One)

- | | |
|--|--|
| <input type="checkbox"/> Oro / Gold Sponsor (\$1,000) | <input type="checkbox"/> Encierro de Torro Sponsor (\$750) |
| <input type="checkbox"/> Entretenimiento Sponsor (\$750) | <input type="checkbox"/> Plata / Silver Sponsor (\$500) |
| <input type="checkbox"/> Bronce / Bronze Sponsor (\$250) | <input type="checkbox"/> Volunteer |

All applications are on a first come, first-served basis. All applications must contribute to the overall mission of the City of Richland Hills and align with our organizational values. To represent your organization to the best of our ability, we need your assistance to make it a success. Your organization's logo will be used in the corresponding sponsorship opportunities. Please e-mail a copy of your current logo in high resolution (.png) format to Kylie Frueh at kfrueh@richlandhills.com with your application to ensure your organization receives all promotional opportunities. Sponsorship payments will be invoiced by the City of Richland Hills following your confirmation and must be paid within thirty (30) days of invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsor should consult with its own tax advisor concerning how this provision applies to the sponsor's particular tax situation.

City of Richland Hills Signature and Date

Sponsorship Applicant Signature and Date

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