



To Whom It May Concern:

Latinos Working for the Future, a local nonprofit collaborative, is pleased to present this donation request letter for your review to support the project's mission, efforts, and activities of the 2022 Muskegon County Latino Festival. The festival will be held on Saturday, September 10, 2022 at Hackley Park in downtown Muskegon, Michigan from 2:00PM – 10:00PM.

Project Mission:

The Muskegon County Latino Festival will celebrate People, Culture and Latino Heritage! The Muskegon County Latino Festival was created to inspire multi-cultural collaborations by unifying many different Latino groups within Muskegon County. This event will include various Latino cultural performances, feature local Latino restaurants, and live Latino entertainment. This celebration will give the Muskegon County community a platform to learn about different cultures and traditions of the Latino community in advancing diversity, equity, and inclusion.

Latinos Working for the Future will be inviting local health and business agencies who provide Spanish Speaking services to come and share their resources to the Spanish speaking community in hopes of building strong Latino families.

Sponsorship Recognition:

Become a Dynasty, Gold, Silver, Bronze, or Jade Sponsor. Please see the attached sponsorship level form to learn how your donation will be recognized throughout all festival promotions. All sponsors will be part of our social media recognition, festival displays and marketing. The proceeds at the end of the festival will help support different local Latino initiatives through partnerships and support by our organization and fund future festivals.

Please consider supporting us today. The 2019 inaugural festival drew in 4,000+ in attendance and we expect to exceed that number in 2022; and your business could be a part of the recognition. Your financial donation would not only help build the event to advance diversity, equity, and inclusion but to also link the Latino community to local health and business resources.

Muchas gracias por su apoyo,
Thank you for your support,

Latinos Working for the Future Board of Directors
Muskegon County Latino Festival Committee
(p) 231.329.8283
(e) latinosworkingforthefuture@gmail.com
Find us on Facebook- Muskegon County Latino Festival



Please consider supporting the Muskegon County Latino Festival

Dynasty Sponsor \$15,000 (Only One Spot)

This sponsor will be listed as the PRESENTING SPONSOR of the 2022 Muskegon County Latino Festival. (Dynasty Sponsor (your name here) presents: Muskegon County Latino Festival 2022). **PLUS, you will be listed as the presenting sponsor on ALL Muskegon County Latino Festival promotional events.**

- Dynasty level gives you sponsorship recognition all throughout the year!
- We place your banner right on the main stage. – (Sponsor supplied.)
- Special recognition at the Festival and speaking time at the opening ceremony.
- Three additional opportunities to speak during the festival.
- Named as the presenting sponsor of MCLF '22 with logo on all print materials.
- Name as sponsor with logo on all MCLF'22 social media.

Gold Sponsor \$10,000 (Only 3 spots)

This sponsor will be listed as the MAJOR SPONSOR of the 2022 Muskegon County Latino Festival. **PLUS, you will be listed as the major sponsor on ALL Muskegon County Latino Festival promotional events.**

- Gold level gives you sponsorship recognition all throughout the year!
- We place your banner at the fencing closest to the stage area. – (Sponsor supplied.)
- Special recognition at the Festival and speaking time at the opening ceremony
- Two additional opportunities to speak during the festival.
- Named as the major sponsor of the MCLF'22 with logo on all print materials.
- Name as sponsor with logo on all MCLF'22 social media.

Silver Sponsor \$5,000 (Only 5 spots)

This sponsor will be listed as the MINOR SPONSOR of the 2022 Muskegon County Latino Festival. **PLUS, you will be listed as a minor sponsor on ALL Muskegon County Latino Festival promotional events.**

- Silver level gives you name recognition all throughout the year!
- We place your banner at the fencing closest to the stage area. – (Sponsor supplied.)
- Special Recognition at opening ceremony.
- One speaking opportunity during event.
- Name as sponsor (no Logo) of the MCLF'22 on all print materials.



- Name as sponsor with logo on MCLF'22 social media.

Bronze Sponsor	\$2,500	(No Limit)
-----------------------	----------------	-------------------

- Bronze sponsor will be listed as a SPONSOR of the 2022 Muskegon County Latino Festival.
- We place your banner at one of the prime areas: Children's Area, Activities Tent, or Vendor Area. – (Sponsor supplied.)
- Special Recognition at opening ceremony.
- Name as sponsor with logo on MCLF'22 social media.

Jade Sponsor	\$1,000	(No Limit)
---------------------	----------------	-------------------

- This sponsor will be listed as a SPONSOR of the 2022 Muskegon County Latino Festival.
- We place your banner at one of the prime areas: Children's Area, Activities Tent, or Vendor Area. – (Sponsor supplied.)
- Special Recognition at opening ceremony.
- Name as sponsor with logo on MCLF'22 social media.

Community Supporter - any amount less than \$1,000

- This sponsor will be listed as a SPONSOR of the 2022 Muskegon County Latino Festival.
- Name as sponsor with logo on MCLF'22 social media.

In-kind donation sponsorship

- Volunteer food sponsor - \$1,500
- Accommodation sponsor – up to \$3,000
- Marketing Sponsor - \$5,000 marketing budget
- Billboard - \$1,500
- Printing Sponsor – up to \$2,000
- Gift Cards – No Limit for prizes.

All checks must be made out to ***Latinos Working for the Future*** and mailed to:

PO BOX 1557, Muskegon, MI 49443.