

FIESTA BACK OF THE YARDS



Friday, June 8th
Saturday, June 9th
Sunday, June 10th



Official Sponsorship Package

Back of the Yards Neighborhood Council

The Back of the Yards Neighborhood Council was founded in Post-Depression 1939 by Joseph Meegan, the superintendent of Davis Square Park, and Saul Alinski, a colorful, professional organizer— making the BYNC the oldest community-based organization in the United States.

The BYNC is unique because it combines economic development services and social service programs as a holistic approach to community development. By working with elected officials, residents, businesses and other community leaders, the BYNC creates programs and delivers services that address the needs of children, adults, senior citizens, businesses and community partners alike. We work everyday to create a better place to live, a better place to grow up, a better place to shop and invest, and a better place to grow old.

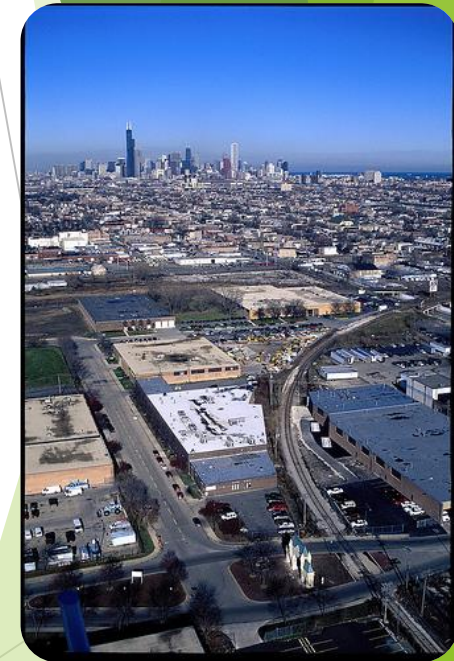
Back of the Yards Community

The Back of the Yards neighborhood is situated on Chicago's southwest side, about 4.5 miles southwest of the Loop. Considered part of the New City community, the neighborhood extends roughly from 39th Street to 55th Street and from Halsted Street to Western Avenue.

According to a 2009 demographic analysis of the area, the geographic center of the Back of the Yards has a total population of approximately 18,556 with 35% of the total population being under the age of 17.

Demographic Summary

- **85.8% Hispanic Population,**
- **Approximately 5,000 households,**
- **80% of those households are families, and**
- **24% of those households earn more than \$50,000 a year,**
- **Concentrated buying power for the area is \$164.4 million.**



Beginnings: How Fiesta Was Born

In 1940, the Back of the Yards Neighborhood Council introduced an annual community festival that was known as the Free Fair; this month-long event served as both an opportunity to bring entertainment and activities to the Back of the Yards neighborhood and as a fundraiser for the BYNC's various programs. The Free Fair boasted celebrity appearances, zoo animals, carnival rides & games, and a variety of interesting contests, including baby races and longest ponytail contests.

The Free Fair thrived into the early 80's, until its spacious 47th & Damen site was converted into a shopping center. In response to local demands for a new community festival, the BYNC created Fiesta on 47th Street, which has been celebrated for over 25 years.

Fiesta is an annual community celebration where area merchants, food vendors, artisans, carnival rides and entertainers overtake 47th Street between Ashland and Damen Avenues, in the heart of Chicago's storied Back of the Yards community.



Fiesta Today



Fiesta is a highly-anticipated community event that successfully draws over 300,000 people of all ages and highlights the diversity and rich cultural past of the Back of the Yards neighborhood. Fiesta also promotes the Back of the Yards as a proud and vibrant community while raising funds to support the BYNC's many community programs, which include the BYNC Senior Shuttle Bus, computer classes, and our award-winning Ballet Folklorico program.

Fiesta Back of the Yards boasts two stages that feature live music, dancers, and cultural performances.

In addition to the live entertainment, Fiesta offers over 25 rides and games for kids ages 2 and above.

Sponsorship

- ▶ Sponsors are provided media exposure before and during the festival in the form of print and radio advertisements, live remotes, posters and banners. All sponsors are provided booths and access to the VIP Tent, where their staff may take a break, eat, drink, and network with other event sponsors. Because Fiesta Back of the Yards is the ideal location for direct marketing to the Hispanic community, the booths provided to our sponsors are among the most beneficial elements of sponsorship. Whether you are demonstrating new products, selling your existing goods, or simply raising brand awareness or creating goodwill, Fiesta offers direct access to a quarter-million Hispanic families.

Vendors

- ▶ There are over 100 vendors during the Fiesta selling their products or services. BYNC gives local businesses priority when choosing their booth spaces, particularly in front of their business. Thereafter, spaces are offered on a first-come first-served basis to outside merchants.



Sponsorship Opportunities



PLATINUM - \$30,000

Package Includes:

- Presenting Title Name of Fiesta
- One (1) 10x60 Sponsor Booth
- Company name will be included in all radio and TV advertisements
- Logo on printed materials (flyers, newsletters, posters, banners, t-shirt)
- Logo will be included in all newspaper advertisements
- Sponsor name/logo on BYNC's Social Media (Name recognition on Facebook, Company logo on snap chat filter)
- Banner signage on Main Stage, Cultural Stage, VIP Tent, two (2) Security Towers, and one (1) Entry-Way (banners to be provided by sponsor)
- Ten (10) passes to VIP Tent and five (5) parking passes
- Stage time and recognition
- One (1) 2-hour live remote during the event
- Post-event recognition
- Full page Ad on Ballet Folklorico Anniversary Program Book
- Four (4) tickets to Ballet Folklorico Anniversary Performance
- Half page color Ad in The Gate Newspaper
- One (1) Complimentary Foursome for BYNC's Annual Golf Outing
- Hole Sponsorship recognition at BYNC's Annual Golf Outing

GOLD - \$20,000

Package Includes:

- One (1) 10x40 Sponsor Booth
- Logo on printed materials (flyers, newsletters, posters, and t-shirts)
- Company name will be included in all radio advertisements
- Logo will be included in all newspaper advertisements
- Banner signage on Main Stage and one (1) Security Tower (banners to be provided by sponsor)
- Eight (8) passes to VIP Tent and three (3) parking passes.
- Stage time and recognition
- Sponsor name recognition on Facebook
- One (1) Complimentary Twosome for BYNC's Annual Golf Outing
- Half page Ad in Ballet Folklorico Anniversary Program Book
- Post-event recognition

Sponsorship Deadline
Agreement - April 6, 2018
Artwork - April 16, 2018

Sponsorship Opportunities



SILVER - \$15,000

Package Includes:

- One (1) 10x30 Sponsor Booth
- Logo on printed materials (flyers, newsletters, posters, t-shirts)
- Logo will be included in all newspaper advertisements
- Company name will be included in all radio advertisements
- Banner signage on Main Stage and one (1) Security Tower (banners to be provided by sponsor)
- Six (6) passes to VIP Tent and three (3) parking passes.
- Stage time and recognition
- Sponsor recognition on our Social Media (Facebook, Twitter)
- Post-event recognition
- Half page color ad in The Gate Newspaper

BRONZE - \$7,500

Package Includes:

- One (1) 10x20 Sponsor Booth
- Logo on printed materials (flyers, posters, newsletters)
- Logo will be included in all newspaper advertisements
- Banner signage on lower section of Cultural Stage (banners to be provided by sponsor)
- Four (4) passes to VIP Tent and two (2) parking passes
- Stage recognition
- Sponsor recognition on our Social Media (Facebook, Twitter)
- Post-event recognition

CORPORATE - \$2,500

Package Includes:

- One (1) 10x10 Sponsor Booth
- Recognition on our Social Media (Facebook, Twitter)
- Post-event recognition

Sponsorship Deadline

Agreement - April 6, 2018

Artwork - April 16, 2018

Sponsorship Opportunities

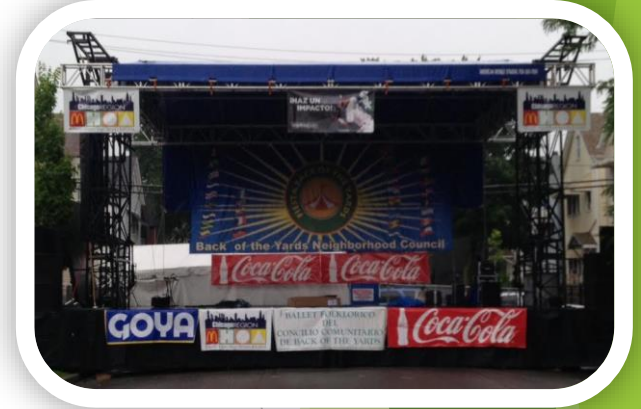


CULTURAL STAGE - \$8,000

Package Includes:

- ▶ Exclusive Title Name of Stage
- ▶ One (1) 10x20 Sponsor Booth
- ▶ Official Sponsor of the Scholarship for the Miss Fiesta Back of the Yards & Belleza Chiquita Pageant and opportunity to participate as a judge during the pageants.
- ▶ Logo on printed materials (flyers, newsletters, posters, t-shirts)
- ▶ Logo will be included on all newspaper advertisement
- ▶ Sponsor recognition in BYNC's Social Media (Facebook, Twitter)
- ▶ Banner signage on stage side wings
- ▶ Four (4) passes to VIP Tent and four (4) parking passes.
- ▶ Stage time and recognition on Cultural Stage
- ▶ Post-event recognition
- ▶ Full page Ad on the Ballet Folklorico Anniversary Program Book

⇒ This exclusive package will be reserved to the first Sponsor who submits sign contract along with 50% payment



Contact Information

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JOIN
Our Community!

The BYNC's large network is composed of a diverse group of youth, seniors, elected officials, community leaders, and business owners who are dedicated to improving the Back of the Yards and the lives of its many stakeholders.

We encourage all of our supporters and friends to become engaged in our proud community; you can do this by volunteering at our events, attending BYNC-sponsored meetings and joining the ongoing dialogue about how to improve the Back of the Yards. You can also help by providing advice and referrals, by donating products or services, or by sponsoring our events.

Please visit us at www.bync.org to sign up for our mailing list, find out about upcoming events, or donate to the BYNC, a 501 (c)3 non-profit.

Follow Us!

