

2017 - 2018

Sponsorship Opportunities





Dear Prospective
Sponsor,

Thank you for considering Diamante Inc. as one of the organizations that you will support in 2017 - 2018. Our organization strives to bring stellar art and culture programs to the residents of North Carolina while helping build cultural understanding, arts tourism, and economic opportunities for all involved.

This packet outlines our mission and purpose, target audience as well as describes our special events and programs. It provides a description of support opportunities and benefits along with a form to submit your pledge.

While the Sponsor Packages outline basic benefits available to potential contributors, please know that we want to help you meet your philanthropic and industry goals and are open to customizing you sponsor benefits. Customization of sponsor benefits is primarily available to Partnering and/or Presenting Sponsors. Partnering Sponsors are corporations/organizations that provide funds, in-kind services, donations, and/ or volunteer time that provides substantial support to our organization and its initiatives. These are also those that choose to sponsor multiple events and/or who fundraise on behalf of our organization. Presenting Sponsors are those that select higher level sponsorship for a single event or program.

If you would like to invest at a higher level and customize your benefits, please check the appropriate box in the page where you make your pledge. Customization may include press releases, targeting media messages, focus group sessions, and much more.

Supporting Diamante, provides you with a unique opportunity to reach the growing Hispanic/ Latino population in our State. It allows you to be among the first to present your product and brand to the community. It recognizes you are a supporter of an Award Winning non-profit organization.

It pays tribute to you as a supporter of the arts and a champion of cross-cultural unity and appreciation.

The Board of Directors and staff of our organization thank you in advance for your interest and support.

Sincerely,

A handwritten signature in cursive script that reads "William R. Perez".

W. Roberto Perez
Diamante Inc., Board Chair

315 N. Academy Street, Suite 256 | Cary, NC 27513 | 919 852-0075 | info@diamanteinc.org | www.diamanteinc.org

About our Organization

Our Mission and Approach

Diamante Inc. is dedicated to the preservation, development, and promotion of the culture, heritage, and artistic expressions of the diverse Latino/Hispanic community of North Carolina.

We achieve our mission by...

- Organizing activities that *help develop understanding and appreciation* of the Latinx community; its diversity, cultural norms, and contributions
- Offering cultural and arts programming that represent the Latinx experience and advance its *cultural heritage*, art forms, and creative minds
- Designing initiatives that *accelerate engagement* within the broader community for greater cross-cultural exchanges, networking, and shared action
- Create opportunities that *engage Latinx members and other community groups (non-Hispanic/Latinos)* in arts education, leadership, community service, and economic development

Our organization has been around since 1998; receiving its 501(c)3 status in May 2003, and has gained the trust, respect, and support of both the Latinx community, and the broader communities in North Carolina.



In 2014, Diamante Inc. was the awarded winner of the Triangle Business Journal's prestigious "Leaders in Diversity Award." The award recognizes the accomplishments of Triangle businesses, individuals, and nonprofits as they illustrate respect and advocacy for underrepresented groups and for their multicultural marketing. This recognition gained us a representation in the Triangle Business Journal's List of Top Small Businesses.



In 2016, Diamante, Inc. received the Hispanic Market Advantage Conference Abogacía Award. This award recognizes companies and individuals who exemplify in the area of support and promotion of Hispanic businesses in the greater North Carolina community.

Your contribution will allow us to continue advancing our mission and growing our

programs, services, and reach. ***Together, we can make it happen!***

Population of Focus

Becoming a Sponsor of our programs and special events provides you and your business the unique opportunity to interact with and present your name, products, and/or services to the Hispanic/Latino Community across the State



While our organization **serves all North Carolina residents**, to achieve its overarching mission, the organization works with and primarily focuses on **Hispanic/Latino community** members.

We also reach out to and **engage the general public** to expand multicultural awareness and to create opportunities for cross-cultural interaction and experiences.

Much of the organization's work is achieved through collaborations with Corporations, Small Business Owners, entrepreneurs, media partners, artists, schools, and Local/State Government entities, particularly Cultural Arts & Recreation Programs.

Why this population?

Growing Population: The US Census reports that the US population is projected to grow 41.5% from

2010 – 2050, with the white population growing 1.2% and the Hispanic/Latino population growing 167.2% ;

making up 30% of the U.S. population.

The Pew Research Center reported that the 2011 Hispanic/Latino Population count in North Carolina was that of 828,000, making up 9% of the population; 53% being US born.

Younger Population: The population is a considerably younger population with the median age of 24 years. Given their age demographics, they represent a current and long term source of new customers.

Increasing Buying Power: Along with that growth, the population's buying power continues to grow, making them an attractive segment of the NC population. Hispanics/Latinos tend to be loyal customers with high spend levels and a great source of referrals, after trust is earned.

Natural Entrepreneurs: The Selig Center for Economic Growth at the University of Georgia reports that from 1990 to 2014 the Hispanic/Latino buying power grew from \$839,039 to

\$19,454,881, a 2,219% increase. The Hispanic/Latino population tends to be more entrepreneurial and own their own businesses.

Our Future: Like all young and growing populations, they become part of the greater fabric of society, graduate from college, significantly increase household incomes, create wealth, establish households, and become consumers of goods and services.

Learn how to get involved

How to Contribute

Individuals, Families, Small Businesses, and Corporations

can make a contribution by...

- Sponsoring any of our special events and/or programs
- Donating funds, in-kind services, and/or goods to sustain overall operations of the organization
- Becoming a volunteer

To make a Contribution...

**Review description of Special Events
you can support**

**Select those areas you want to support
and customize your Sponsorship**

Make a Pledge!

Invest in Communities • Expand your Reach • • Market Your Brand

Support the Arts • Promote Cultural Unity

Make a Difference!

Special Events: Ritmo Latino Festival

As one of our much sought after and visited summer events, **Ritmo Latin's** primary purpose of providing a place for residents to explore, interact with, and experience Hispanic/Latino culture. This outdoor, cultural enrichment, free community festival, is held every May in Cary, NC, showcasing the sizzling sounds, hot rhythms, and delicious cuisines of Spain, Latin America, and the Caribbean.

This festival hosts live bands, folkloric dance groups, art activities, business presentations, and a variety of fun activities for children, youth, and adults.

Sponsorship contributions supports cost of putting on the event and helps raise funds to sustain our overall programs and operations.

- • Contributing funds through select Sponsor Packages
- • Donating goods and/or services for the event such as advertising, art supplies, volunteer meals, etc.
- • Volunteer Time or a Team to help with the event

RITMO FESTIVAL



WHEN: Saturday, May 13, 2017 noon-7pm

WHERE: 315 Academy Street, Cary, NC

WHAT: Main Stage, Cultural Stage, Booths, Food Court, Art Corner, Children's Area, and lots of fun!

WHO: Over 7,000 attendees, 70% Latinx community members and 30% other.

Ritmo Latino Festival Sponsor Benefits	Presenting Sponsor \$10,000	Celebrity Sponsor \$5,000	Rhythm Sponsor \$3,000	Hospitality Sponsor \$1,500	Corporate Booth \$1,000
Mention in media marketing, particularly Spanish Language Media and may include TV clips, radio sound bites, and ads in local	x				
Mention in website, and electronic newsletter with link to sponsor website	x				
Name/Logo on event posters/flyers/invitations	x	x			
Banner displayed at event venue/stage/classroom	x	x			
Name listed in social media and sponsor spotlight in electronic newsletter	x	x	x		
Social media mention (1,400+)	6	4	2	1	
Name listed as supporter on website	x	x	x	x	
10 x 10 Event Booth	x	x	x	x	x
10 x 10 Tent					x
Your choice of sponsorship customization	x				

Special Events: Latino Diamante Awards

The Latino Diamante Awards is an awards ceremony and cultural presentation held every year in October and has as its purpose to honor, recognize, and promote the achievements and contributions of Hispanic/Latino individuals and/or organizations in North Carolina.

Areas of recognition are: the arts, education, health and science, economic development, community volunteerism, cultural enrichment, advocacy and academic achievement of youth.

Latino and non-Latino community members enjoy an evening of networking, celebrating recognitions, partaking of a reception, enjoying cultural presentations and dancing.

Sponsorship covers costs incurred by the event, funds scholarships, and helps raise funds needed to support overall programs and operations. Inquire about becoming a *sole* scholarship sponsor.



WHEN: October, 2017

WHERE: Cary Art Center, Cary NC

WHAT: Networking Reception, Leadership Awards, Scholarships, and Cultural Artistic Performances.

WHO: Approximately 300 guests; mixed population of corporate representatives, community and civic leaders, elected

Latino Diamante Awards Sponsor Benefits	Diamante Sponsor \$5,000	Award Sponsor \$2,500	Heritage Sponsor \$2,000	Corporate Sponsor \$1,500	Small Business \$1,000	Amigo \$500
Category Exclusivity	x					
Logo Placement in Media Outreach	x					
Program Inclusion	Award or Welcome	Award Presenter				
Shared Mention in Media Outreach		x				
Logo in Event Publicity	x	x	x			
Mention in Event Communications	x	x	x			
Social Media Mention (1,400+)	6	4	3	2	1	
Logo in Show Digital Signage	x	x	x	x	x	
LDA Magazine Advertisement	Back Cover	Full Page	½ Page	¼ Page	¼ Page	
Logo on Website	x	x	x	x	x	
VIP Tickets	10	10	8	6	4	2
Signage Opportunity			Reception or Dance			

Listed in LDA Magazine	x	x	x	x	x	x
Copies of the LDA Magazine	x	x	x	x	x	x

Special Events: Estrellita Campaign

Every year during the Holidays, the community gathers in a Spirit of unity and giving to continue a tradition known to many Latin-Americans as the Three King's Day celebration.

ARBOLITO: This three-part campaign starts in December with "Arbolito" tree lighting and an evening of sharing in traditional holiday songs (villancicos and agüinaldos), tree decorating, and holiday refreshments.

At Arbolito, we launch the Estrellita Giving Campaign engages the greater community throughout the month in the donating of toys, food, or funds to the organization.

THREE KING'S DAY PARADE: In January, the Three Kings arrive preceded by a parade of individuals, community groups, and businesses walking, driving vehicles, and/or riding floats.

ESTELLA GIFT GIVING: The toys and food that were donated during the Estrellita Giving Drive are then distributed to children and families in need who are referred to our organization by local human services agencies, churches, and nonprofits.

Sponsorship of this event help support the event, gift giving, and helps raise funds to support operations.



ARBOLITO: December 2017

PARADE AND GIVING: January 2018

WHO: Close to 100 attend Arbolito. Over 200 families and 800 kids are served at the Gift Giving and 2,400+ parade onlookers, 50 parade groups participate in the

Arbolito, Three King's Day Parade & Gift Giving Sponsor Benefits	Gold Sponsor \$3,000	Frankincense Sponsor \$2,000	Mir Sponsor \$1,000	Camel's Straw Sponsor \$500
Mentioned in media marketing, particularly Spanish Language Media and may include TV clips, radio sound bites, and ads in local papers/calendars	x			
Representative at VIP seating at Parade Main Stage/Gift Giving	x			
Name mentioned in website, and electronic newsletter with website link	x	x		
Social media mention (1,400+)	4	3	2	1
Banner at event gatherings/main stage	x	x		
Logo/Name flyers	x	x		

Logo/Name on star hung on tree and mention at tree	X	X	X	
Name listed as contributor on website	X	X	X	X
Parade spot to walk/drive in the parade	X	X	X	X

Programs: Sabor y Cultura

Sabor y Cultura (*The Flavor of Culture*) is held throughout the year with the purpose of building awareness and appreciation of the diversity within the Hispanic/Latino community.

These gatherings are hosted in homes of individuals of Hispanic/Latino origins, usually native or with roots to the country being spotlighted, to present their guests with an intimate cultural experience; learning about the host's country of origin and customs, savoring its unique cuisine, and enjoying cultural performances.

Sponsorship of this event help support the event, pays for presentation of local artists, and raises funds to sustains art and culture initiatives.

Sponsors benefit from these gatherings in that they may hold a focus group for a particular product, survey individuals about needs, engage in conversation about their product, or just relax and enjoy the company of individuals over dinner and great artists.



WHEN: Throughout the Year, 2 - 3 gatherings

WHERE: In host homes/community centers.

WHAT: Spotlight on a country, presentation about country and customs, artist/performance, traditional meal, networking, and dialogue.

WHO: Approximately 200 ppl; 30-50 per event; mixed population made up of the

Sabor y Cultura Sponsor Benefits	Culture Sponsor \$2,000	Contributing Sponsor \$1,000	Platter Sponsor \$500	Flavor Sponsor \$250
Name mention on website, and electronic newsletter with link to sponsor website	X	X		
Words from our sponsor video clip or Brand/Product Presentation	X			
Banner at event gatherings	X			
Logo/Name on Event Invitations/Flyers	X	X		
Logo/Name on printed event program	X	X	X	

Information at event or distribution of promotional materials	x	x		
Social media mention (1,400+)	3	2	1	
Sponsor spotlight on electronic newsletter	x	x	x	x
Tickets for representatives to gatherings	8	6	4	2

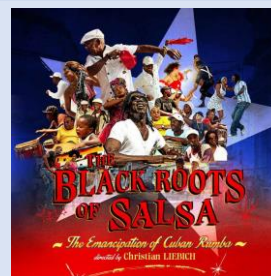
Programs: Encuentros Culturales

Encuentros are social gatherings or talks, held throughout the year, that explore a range of cultural, literary and artistic perspectives with the purpose of building understanding of the cultural diversity within the Hispanic/Latino community.

These talks are hosted in public and private spaces open to the entire community to appreciate.

Encuentros can take any and many forms. You can sit through a reading from an author or perhaps attend a movie presentation followed by dialogue.

Sponsorship of this event helps underwrite the cost of the event, fees and expenditures for presentation of the artists, and raises funds and sustains art and culture initiatives.



WHEN: Throughout the Year, 2 - 3 talks

WHERE: In host homes/community centers.

WHAT: Spotlight on culture, literature and art and people with an opportunity to network, and dialogue.

WHO: Approximately 200 ppl; 50-160 per event; mixed population made up of the

Encuentros Sponsor Benefits	Enthusiast Sponsor \$1,000	Aficionado Sponsor \$750	Fan Sponsor \$500	Supporter Sponsor \$150
Words from our sponsor, video clip or Brand/Product Presentation	x			
Banner at event gatherings (Depending on venue)	x			
Mention on website, and electronic newsletter with link to sponsor website	x	x		
Information at event or distribution of promotional materials	x	x		
Logo/Name on Event Invitations/Flyers	x	x	x	
Logo/Name on printed event program	x	x	x	
Social media mention (1,400+)	3	2	1	
Sponsor spotlight on electronic newsletter	x	x	x	x
Tickets for representatives to gatherings	8	6	4	4

Make Your Pledge!

Please fill-out the following form to confirm your chosen sponsorship package and submit your pledge. Completed form can be returned to the attention of:

Roberto Perez, Board Chairman
Diamante, Inc.
315 N. Academy St. Suite 256
Cary, NC 27513

If you have a question or are in need of more information, please feel free to contact us at 919 852-0075 or email: info@diamanteinc.org
Roberto Pérez 919-730-9826
robertoperez@diamanteinc.org

CONTACT INFORMATION

Company Name: _____

Contact Person: _____

Contact E-mail Address: _____

Contact Phone Number: _____

Address: _____

City/State/Zip Code: _____

SPONSORSHIP PLEDGE

- **We have chosen to become a Partnering /Presenting Sponsor, please contact us to discuss customization of our sponsorship package.**

With this form we make a pledge of sponsorship support in the amount of \$ _____ for the special events and programs listed in the **attached "Sponsorship Package of Choice" Form.**

PAYMENT INFORMATION:

____ Please send me an invoice

____ Enclosed is a check made payable to Diamante, Inc.

Signature _____

Date _____

Sponsorship Support of Choice

Following are the Special Events and/or programs we would like to support and how we want to be involved...

Sponsorship Opportunities

Ritmo Festival

- ___ \$10,000 Presenting Sponsor
- ___ \$5,000 Celebrity Sponsor
- ___ \$3,000 Rhythm Sponsor
- ___ \$1,500 Hospitality Sponsor
- ___ \$1,000 Corporate Booth

- ___ \$1,000 Aficionado Sponsor
- ___ \$750 Fan Sponsor
- ___ \$250 Supporter Sponsor

Latino Diamante Awards

- ___ \$5,000 Diamante Sponsor
- ___ \$2,500 Award Sponsor
- ___ \$2,000 Heritage Sponsor
- ___ \$1,000 Corporate Sponsor
- ___ \$500 Small Business Sponsor

Estrellita Campaign

(Arbolito, Three King's Day Parade, and Gift Giving)

- ___ \$3,000 Gold Sponsor
- ___ \$2,000 Frankincense Sponsor
- ___ \$1,500 Mir Sponsor
- ___ \$500 Camel's Straw Sponsor

Sabor y Cultura

- ___ \$2,000 Sole Sponsor
- ___ \$1,500 Contributing Sponsor
- ___ \$1,000 Platter Sponsor
- ___ \$500 Host Sponsor

Encuentros

- ___ \$1,500 Enthusiast Sponsor

Other Support

Donation of items

___ Art Supplies

___ Food items

___ Toys and gifts

___ 10 x 10 Tents

___ Computers/Laptops

Other: _____

Donation of Services

___ Media Marketing

___ Printing Services

___ Entertainment/Sound System

___ Photography/Video Taping

Other: _____

Donation of Time

___ Volunteer before event

___ Volunteer at event

___ Corporate Team of Volunteers

Individual Support

Amigo Circle (Receive benefits)

___ Amigo \$35

___ Family \$50 (parents and children under
12)

___ Artists \$25

___ Senior/Students \$20

