2020 PARTNERSHIP OPPORTUNITIES
ABOUT US

Diamante Arts and Cultural Center--the oldest Latino/Hispanic Arts and Culture organization in North Carolina--is dedicated to the preservation, development, and promotion of the culture, heritage, and artistic expressions of the diverse Latino/Hispanic community of North Carolina. The organization is the leader in recognizing the achievements and contributions in the Latino community.

Through its programs and activities, it reaches more than 16,000 people per year.
Engaging the Community

– Organizing activities that *help develop understanding and appreciation* of the Hispanic/Latino community; its diversity, cultural norms, and contributions.

– Offering cultural and arts programming that represent the Hispanic/Latino experience and advance its *cultural heritage*, art forms, and creative minds

– Designing initiatives that *accelerate engagement and collaboration* within the broader community for greater cross-cultural exchanges, networking, and shared action

– Creating opportunities that *engage Hispanics/Latinos and other community groups (non-Hispanic/Latinos)* in arts education, leadership, community service, and economic development
DEAR PROSPECTIVE PARTNER

Thank you for considering Diamante as one of the organizations that you will support in 2020. 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.

As Board Chair, I’m honored to lead the oldest Latino Arts and Culture organization in North Carolina and I’m proud of the work Diamante has accomplished in the last 24 years, but there’s much more to be done.

We have begun planning how we will accomplish our goals for the Latino Diamante Awards. My hope is that as you will review this kit, it inspires you to partner with us to advance the arts in our state.

Our all-inclusive kit outlines our mission and purpose, providing a range of opportunities to leverage Diamante’s success and long-term credibility to enhance your outreach efforts in the Latino/Hispanic community and recognizes you are a supporter of an Award Winning non-profit organization.

Through the support and commitment from businesses such as yours, our efforts, achievements, and reach further and pay tribute to the arts and champion of cross-cultural unity and appreciation.

Together we can ensure Diamante’s long-term success, for not only Latinos/Hispanics, but for all of North Carolina.

The Board of Directors, staff, and I thank you in advance for your interest and support.

Sincerely,

[Signature]
DIAMANTE’S HISTORY

Diamante is a 501(c)3 community-grounded non-profit organization that has been in existence since 1998; and has gained the trust, respect, and support of both the Hispanic/Latino 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: recognizes companies and individuals who exemplify in the area of support and promotion of Hispanic businesses in the greater North Carolina community.
FOCUS

This kit provides a 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.
Since its inception, Diamante has been known for its creative programming around Hispanic/Latino art and culture and has become the go to place to seek for artists, organize cultural enrichment activities, and to learn about the Hispanic/Latino community and its culture.

**DArtist**

Diamante drives artists development and art entrepreneurship for Hispanic/Latino artists in North Carolina via forums, workshops and personal development opportunities. We provide artists venues for networking, to exhibit and exchange ideas.
- HERENCIA: A Celebration of Hispanic Heritage
- Personal Development Workshops
- Artists Directory

**DCulture**

Using cultural enrichment and art as a platform for social change is a driver for the work Diamante does. Be it through gastro-cultural experiences, film or exploration and dialogue, we provide a place for residents to discover and experience an array of Hispanic/Latino cultural elements.
- Sabor y Cultura Dinner Series
- Sabor y Cultura on the Lawn
- Encuentros Culturales

**DEvents**

Thousands take part in the cultural events that Diamante presents each year. The organization employs hundreds of artists each year through its programs, and initiatives.
- Ritmo Latino Festival
- Estrella de la Esperanza Campaign
  - Arbolito de la Esperanza
  - Dia de los Reyes Parade
  - Estrellita Gift Giving

**DLeadership**

How better to nurture the future vision of a community than through recognizing and honoring the capacity of its people as well as to utilize their skills to mentor and teaching others.
- Latino Diamante Awards
- Latino Artists in Community
- Diamante Arts Leadership Institute
NORTH CAROLINA’S 25th ANNUAL LATINO DIAMANTE AWARDS

FALL OF 2020

Since 1996, the Latino Diamante Awards are Diamante’s signature event. The award show and live performances meant to honor, recognize, and promote the achievements and contributions of Hispanic/Latino individuals and/or organizations in North Carolina.

It does this in the areas of: the arts, education, health and science, economic development, community volunteerism, cultural enrichment, advocacy and academic achievement of youth.

Latino and non-Latino community members, attend the Latino Diamante Awards. As a partner, you can enjoy an evening of networking, celebrating recognitions, partaking of a reception, enjoying diverse cultural presentations, and dancing.

The Latino Diamante Awards are the only statewide and most esteemed award program within the North Carolina’s Hispanic/Latino community.

These awards and youth awards provide an excellent opportunity for any business to establish itself in this market and deepen its engagement with the Hispanic/Latino community.

**Guests:** 250+

**Audience:**
Mixed population: corporate, community and civic leaders, baby boomers, and young entrepreneurs.
25th ANNUAL LATINO DIAMANTE AWARDS
SPONSOR BENEFITS

$8,000 DIAMANTE Benefit Package
Non-Competing
- Program Inclusion – present an award or scholarship, or give welcome or parting words
- 15 sec. advertising placement at beginning and ending of show
- LDA Magazine Full page ad – Back cover, inside front cover or inside back cover
- Pop up banner placement at lobby or reception
- Announcement recognition by Board member
- Mention in event communications
- Your company name or logo in handouts, website, program, social media and digital newsletter
- 10 VIP Tickets (8 theater and 2 presenter)

$2,500 AWARD Benefit Package
- Present an award at center stage
- Logo placement in digital signage and LDA Magazine Full Page Ad
- Mention in event communications
- Announcement recognition by Board member
- Your company name or logo in handouts, website, program, social media and digital newsletter
- 8 VIP Tickets (6 theater and 2 presenter)

$2,000 HERITAGE Benefit Package
- Standing Banner placement at Reception or After Party
- Logo placement in digital signage and LDA Magazine half page ad
- Announcement recognition by Board member
- Mention in event communications
- Your company name or logo in handouts, website, program, social media and digital newsletter
- 8 VIP Tickets

$1,000 CORPORATE Benefit Package
- Announcement recognitions
- LDA Magazine ¼ page ad
- Logo/name in program
- 4 VIP Tickets

$500 AMIGO Benefit Package
(For non-corporate businesses with less than 15 employees)
- Listed in program
- 2 VIP Tickets
16th ANNUAL
RITMO LATINO FESTIVAL

MAY 9, 2020
12:00pm to 6:30pm
ACADEMY STREET
DOWNTOWN CARY, NC

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

This festival hosts live bands, folkloric dance groups, artists and 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 naming rights and 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

Attendees: 12,000+

Audience:
70% Hispanic/Latino
30% general population

Event Elements:
Main Stage, Cultural Stage, Booths, Food Court, Art Corner, Children’s Area
16\textsuperscript{TH} ANNUAL RITMO LATINO FESTIVAL

$10,000

RITMO STAGE
Benefit Package

- Exclusive naming rights to the main stage. “The Company Name Ritmo Stage”
- Complete “turn-key” stage; talent booking, management and coordination
- Company advertising vehicle parked in designated (32’x32’) space
- Prominent Main Stage banner placement
- Announcement recognitions and one (1) minute live promotional address on the main stage
- Premier location 20 x 10 tent and booth space with 2 tables and 4 chairs
- Commemorative Award presented on main stage
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

$5,000

CULTURE
Benefit Package

- Exclusive naming rights to a festival venue: - Food Court - Folklore Stage
- Prominent banner placement at naming venue
- 10 x 10 tent and booth space with 1 tables and 2 chairs
- Announcement recognitions and one (1) minute live promotional address at naming venue
- Commemorative Award presented on main stage
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

$3,000

CELEBRITY
Benefit Package

- Exclusive naming rights to a festival venue: - KidZone - Super Site
- 10 x 10 booth space with 1 tables and 2 chairs
- Prominent banner placement at naming venue
- Announcement recognitions
- Commemorative Award presented on main stage
- Your company name or logo in handouts, website, program, social media and digital newsletter

$1,800

RHYTHM
Benefit Package

- Banner placement at event
- 10 x 10 booth space
- Announcement recognition
- Your company name or logo in handouts, website, program, social media and digital newsletter

$1,000

CORPORATE BOOTH
Benefit Package
25+ employees

- 10 x 10 tent and booth space with 1 tables and 2 chairs
- Your company name in website

Non-competing
Diamante tenders, every winter during the Holiday season, community get-togethers, in a spirit of unity and giving, to continue a tradition known to many, Latin Americans and around the world, as the Three King’s Day celebration.

This three-part campaign begins in December with Arbolito de la Esperanza Tree Lighting.

ARBOLITO: Is an evening community gathering where all present partake in signing of traditional carols and holiday songs (villancicos and agüinaldos), tree decorating, and holiday refreshments.

At Arbolito, we launch the Estrellita Giving Campaign which engages the greater community throughout the month in the donation of toys, food, or funds to the organization. The Princess and Prince of the parade are also selected.

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

ESTRELLITA GIFT GIVING: The toys and food donated during the Estrellita Giving Drive are then distributed by the Three Kings’, after the parade, 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.

Attendees and Audience:
Arbolito: 100+
Dia de los Reyes Parade: 3,000+ spectators and 50 groups in parade
Estrellita Gift Giving: over 180 families receive groceries, and more than 600 children receive toys.
**16th ANNUAL ESTRELLA DE LA ESPERANZA**

| $3,000 GOLD Benefit Package | • Parade spot to walk or drive in the parade  
|                           | • First choice in parade spot  
|                           | • VIP seating at parade main stage  
|                           | • Banner at all event gatherings  
|                           | • Announcement recognitions at all gatherings on the main stage  
|                           | • Mention in media outreach (upon availability)  
|                           | • Your company name or logo in handouts, website, program, social media and digital newsletter  
|                           | • Your choice of one sponsorship customization |
| $2,000 FRANKINCENSE Benefit Package | • Parade spot to walk or drive in the parade  
|                                   | • Second choice in parade spot  
|                                   | • Announcement recognitions at all gatherings on the main stage  
|                                   | • Mention in media outreach (upon availability)  
|                                   | • Your company name or logo in handouts, website, program, social media and digital newsletter |
| $1,000 MIR Benefit Package | • Parade spot to walk or drive in the parade  
|                          | • Announcement recognitions at all gatherings on the main stage  
|                          | • Your company name or logo in handouts, website, program, social media and digital newsletter |
| $500 CAMEL’S STRAW & IN-KIND DONORS Benefit Package | • Parade spot to walk or drive in the parade  
|                                                   | Your company name or logo in handouts, website, program, social media and digital newsletter |
SABOR Y CULTURA ON THE LAWN - Venezuela MAY 1, 2020

SABOR Y CULTURA DINNER SUMMER, 2020

Diamante’s (The Flavor of Culture) gastro cultural dinner experiences and lawn concerts are held, throughout the year, with the purpose of building social change, awareness and appreciation of the diverse communities within the Hispanic/Latino population.

The dinners are hosted by individuals of Hispanic/Latino origins, usually native or with roots to the country being highlighted.

The lawn concerts are held in parks. Both present an intimate cultural experience, and present a learning opportunity about the selected country of origin, its customs, savoring its unique cuisine, and enjoying cultural performances.

Sponsorship of this event helps 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 share a particular product, survey individuals about needs, engage in conversation about their product, or just relax and enjoy the company of individuals and great artists.

Attendance: 100 to 150 per year
Audience: Mixed population consisting of general population and those interested in Latin American, Caribbean and Spanish culture and cuisine.
# SABOR Y CULTURA: A CULTURAL EXPERIENCE

## $1,000 CULTURE Benefit Package
- Logo in event invitations/flyers for all gatherings
- Promotional Material distribution
- 2 tickets to all gatherings for calendar year
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

## $500 FLAVOR Benefit Package
- Logo in event invitations/flyers
- Promotional Material distribution
- 2 tickets to two (2) gatherings
- Your company name or logo in: website, program, social media and digital newsletter
- Your choice of one sponsorship customization

## $200 PLATTER Benefit Package
- Name listed in program
- 2 tickets to one (1) gathering
- Your company name or logo in: website, program, social media and digital newsletter
ENCUENTROS CULTURALES

Encuentros culturales are social gatherings, presentation, plays, documentaries or talks, held throughout the year by Diamante. These talks use art as a tool for social change by exploring a range of cultural, literary, film 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 and are open to the entire community to appreciate. These gatherings 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 these gatherings helps underwrite the cost of the activity, fees and expenditures for presentation of the artists, speaker, or film and raises funds for the organization to sustain its art and culture initiatives.

**Attendance:**
Approximately 200 ppl; 50-160 per event

**Audience:** mixed population made up of the general public and those interested in Latin-American, Caribbean or Spanish culture and literature.
## ENCUETROS CULTURALES

### $1,000 ENTHUSIAST Benefit Package
- Logo in event invitations/flyers for all gatherings
- Words from our sponsor, video clip or Brand/Product distribution
- Reserved tickets to all gatherings for calendar year
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

### $500 AFICIONADO Benefit Package
- Logo in event invitations/flyers
- Promotional Material distribution
- Reserved 2 tickets to a gathering
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

### $200 FAN Benefit Package
- Name listed in program
- Reserved 2 tickets to a gathering
- Your company name or logo in: website, program, social media and digital newsletter
**ARTISTS PROGRAMS**

Diamante drives artists development and art entrepreneurship for Hispanic/Latino artists in North Carolina via forums, workshops, personal development opportunities and capacity building. We provide artists venues for networking, to exhibit and exchange ideas.

**Art Exhibits:** Diamante has three art exhibits programmed for 2019. In August we have, at The ArtsCenter in Carrboro, **HERENCIA** is a yearly blind juried art exhibit open to any Hispanic/Latino/Latinx artists in North Carolina. The **Hispanic Heritage Month Exhibit** (Sept 15 to Oct. 15) in the lobby of the NC Department of Administration in Raleigh and a photographs exhibit about Ritmo Latino at The Cary Arts Center in late September. All three exhibits are free and open to the general public.

**Diamante Art Leadership Institute (DALI):** DALI is a year-long program in arts capacity building and leadership development that delivers innovative and practical strategies that lead to successful business practices in the arts. Modeled after the NALAC Leadership Institute, DALI, will provide a dynamic learning environment that cultivates a familiar, inclusive cultural space that provides Latino artists, arts managers and cultural bearers the support, knowledge, and agency to confidently respond to and initiate solutions to complex cultural questions.

**Artists Directory:** Throughout the year, and especially the months leading up to and during Hispanic Heritage Month, schools, museums, and organizations request lists of Latino artists, musicians and performers. In the 2000’s Diamante had the most extensive directory of Hispanic/Latino artists in North Carolina. The organization is working on recreating the directory in an online digital format.

**Attendance:**
- Art Exhibit 250+ expected
- DALI 8 to 12 artists
HERENCIA

$500 VIRTUOSO Benefit Package
- Logo in event invitations/flyers for all programs
- Words from our sponsor, or Brand/Product distribution (upon availability)
- Invitation to all program for calendar year
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

$300 MAESTRO Benefit Package
- Logo in event invitations/flyers at a program
- Promotional Material distribution (upon availability)
- Invitation to all program for calendar year
- Your company name or logo in: website, social media and digital newsletter
- Your choice of one sponsorship customization

$100 MENTOR Benefit Package
- Name listed in program
- Invitation to all program for calendar year
- Your company name or logo in: website, social media and digital newsletter
# DALI Art Leadership Institute

## Benefit Package

### $4,000

**MENTOR**

- Announcement recognitions at reception and graduation
- Opportunity to present fellows with certificates of graduation
- Mention in media outreach (upon availability)
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

### $2,000

**ADVISOR**

- Logo in event invitations/flyers for all programs
- Words from our sponsor, or Brand/Product distribution (upon availability)
- Invitation to all program for calendar year
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

### $1,000

**COACH**

- Logo in event invitations/flyers at a program
- Promotional Material distribution (upon availability)
- Invitation to all program for calendar year
- Your company name or logo in handouts, website, program, social media and digital newsletter
- Your choice of one sponsorship customization

### $500

**TEACHER**

- Name listed in program
- Invitation to all program for calendar year
- Your company name or logo in: website, social media and digital newsletter
Thank you for your consideration.

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