



**Saturday, September 25, 2010 from Noon to 8 p.m.
Sponsorship Contract – FIESTA 2010**

THIS AGREEMENT entered into this _____ 2010 by and between The Hispanic League; address PO Box 30651, Winston-Salem, NC 27130 (hereinafter referred to as "HL") and _____; address _____ (herein referred to as "Sponsor"). In consideration of the mutual covenants and obligations set forth herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. **THE EVENT:** HL is producing, promoting and presenting the FIESTA 2010 in streets of downtown Winston-Salem, North Carolina, **on September 25, 2010** (hereinafter referred to as "Event").

2. **TERM:** This Agreement shall begin upon the execution of this Agreement by the parties hereto and shall end upon the closing of the books and records of the Event, but no later than September 25, 2010.

3. **SPONSORSHIP FEE:** Sponsor has agreed to purchase the below indicated type of sponsorship package (**check one**)

<input type="checkbox"/> MAGNIFICO (\$4,000)	<input type="checkbox"/> BRAVO (\$1,300)	<input type="checkbox"/> SELECTO (\$800)
<input type="checkbox"/> AMIGO (\$500)	<input type="checkbox"/> _____ Area Sponsor (\$ _____)	<input type="checkbox"/> Community non-profit (\$350)
<input type="checkbox"/> Other _____ (\$ _____)		
Additional Tables # _____ x \$15 = \$ _____		Additional Chairs # _____ x \$5 = \$ _____

for FIESTA 2010 from the HISPANIC LEAGUE for the **total fee*** of \$ _____

(Written in Words: _____).

- Please include any additional fees for extra tables/chairs and/or exhibits/conditions.
- A \$50 discount will be given to sponsors bringing their own tent.

If applicable, please indicate your preferred booth location using the booth numbers found on the attached site map.* _____

*Note that if your indicated preference has already been reserved, the Hispanic League will reserve the closest available booth, and notify you upon processing your application.

Sponsorships/booths at the event will be sold on a first-come first-served basis. In order to reserve the indicated booth sponsorship level/booth for the event, sponsor must include one-half (1/2) of the sponsorship fee with this signed contract. The Hispanic League will send an invoice acknowledging partial payment and remaining amount of sponsorship fee due, as well as a copy of the signed contract within 15 days of receipt. The remainder of the sponsorship fee shall be paid in full by: Monday, August 2, 2010.

4. **SPONSORSHIP BENEFITS:** In consideration of the Sponsorship fee and type/level mentioned in Paragraph 3 above, HL shall provide the sponsorship benefits (booth type & location / marketing & advertising acknowledgement) as indicated in the attached "Sponsorship and Promotional Program" (incorporated herein by reference) for the sponsorship type/level purchased. **If display of company logo in graphic material and/or site banners are applicable to your level of sponsorship these materials must be provided by Sponsor in the formats pre-determined by HL by Monday, August 2, 2010.**



Single booths (10x10) include one 6-foot table and 2 chairs. Double booths (10x20) include two 6-foot tables and 4 chairs. **Sponsor can order additional chairs for \$5 each or additional tables for \$15 each. Please indicate amount and cost of the additional tables and chairs in #3 above.**

Please indicate below any sponsorship conditions not covered in the *Sponsorship & Promotional Program*, including special exhibits. Additional charges may apply.

5. **ATTORNEY'S FEES:** In the event of litigation arising out of or concerning this agreement the non-prevailing party shall pay all costs and damages, including reasonable attorney's fee incurred by the prevailing party.
6. **CANCELLATION POLICY:** HL intends that the Event shall take place rain or shine. Other than as set forth in Paragraph 7, below, the Event shall not be canceled. No refunds shall be given on account of weather or for any other reason.
7. **FORCE MAJEURE:** If the performance of any part of this Agreement by either party is prevented, hindered, delayed or otherwise made impracticable by reason of any flood, riot, fire, judicial or governmental action, labor disputes, act of God or any other causes beyond the control of either party, that party shall be excused from such performance to the extent that it is prevented, hindered or delayed by such causes, provided, however, that performance shall resume as soon as reasonably feasible thereafter.

IN WITNESS WHEREOF, the parties hereto have set their hands and seal on the date first above written.

Signature: _____
(signed upon receipt
-copy will be sent with invoice)
By: Amy Barnhart
HL Executive Director

Date: _____

Signature: _____
By: _____
Sponsor Rep. – *PRINT Name*
Title: _____
Phone Number: _____
E-Mail Address: _____
Date: _____

Please be aware of the following conditions:

1. Sponsors must set up their assigned booth and remove all vehicles from the Fiesta site by 10:00 am on Saturday, September 25, 2010. Further set-up and access instructions will be provided by e-mail prior to the event.
2. Sponsors cannot sell nor distribute free of charge at Fiesta 2010, any of the following items: water, soft drinks or any type of beverage. **Likewise, sponsors are NOT AUTHORIZED to distribute any literature or other materials outside of their assigned booth area (no more than 10' from actual booth). Failure to adhere to this condition may result in the sponsor being asked to leave FIESTA.** Other sales may be made only at the discretion of the Hispanic League.
3. Sponsors will leave assigned booth area (including chairs and tables) clean and undamaged and must dispose of garbage properly and not leave garbage on the street.
4. The Hispanic League, its Fiesta 2010 organizers and sponsors assume no responsibility for theft, loss or damage to any of the vendors' property.

**Please mail signed contract and check or money order to:
Hispanic League, PO Box 30651, Winston-Salem, NC 27130**

Please make checks payable to HISPANIC LEAGUE

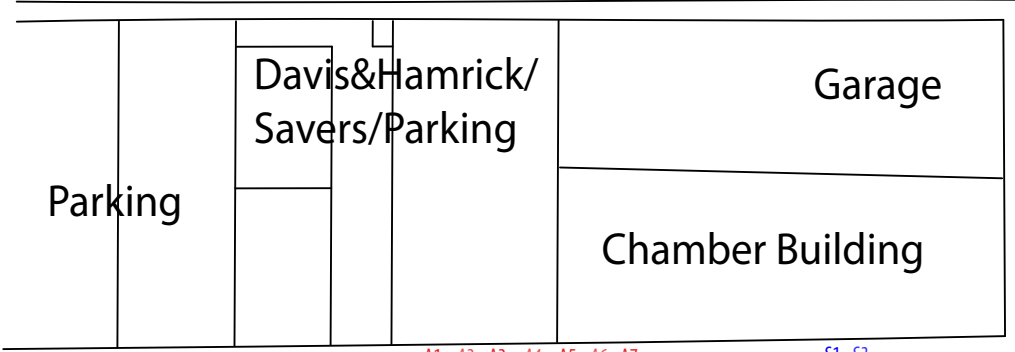
Within 15 days of receiving this signed agreement, HL will generate and send an invoice to the sponsor which will also indicate BOOTH NUMBER assignment.





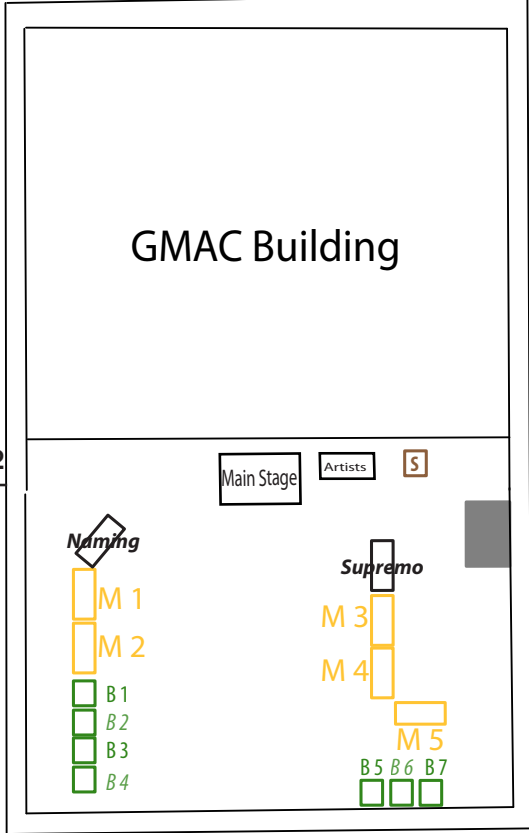
- Magnifico \$4,000
- Bravo \$1,300
- Selecto \$800
- Amigo \$500
- Food Sampling \$700
- Comm Resources \$350
- Area Sponsor Booth
- Food Vendors
- Arts & Crafts
- Sign In
- Kids

4th 1/2 St NW



Poplar St N

Entry Gate 2

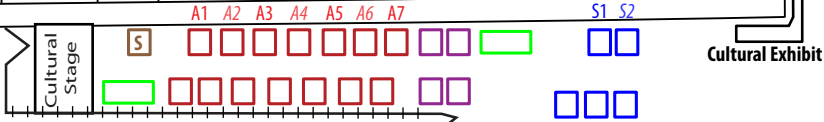


Emergency Area

Rana Loca

4th St NW

Entry Gate 1

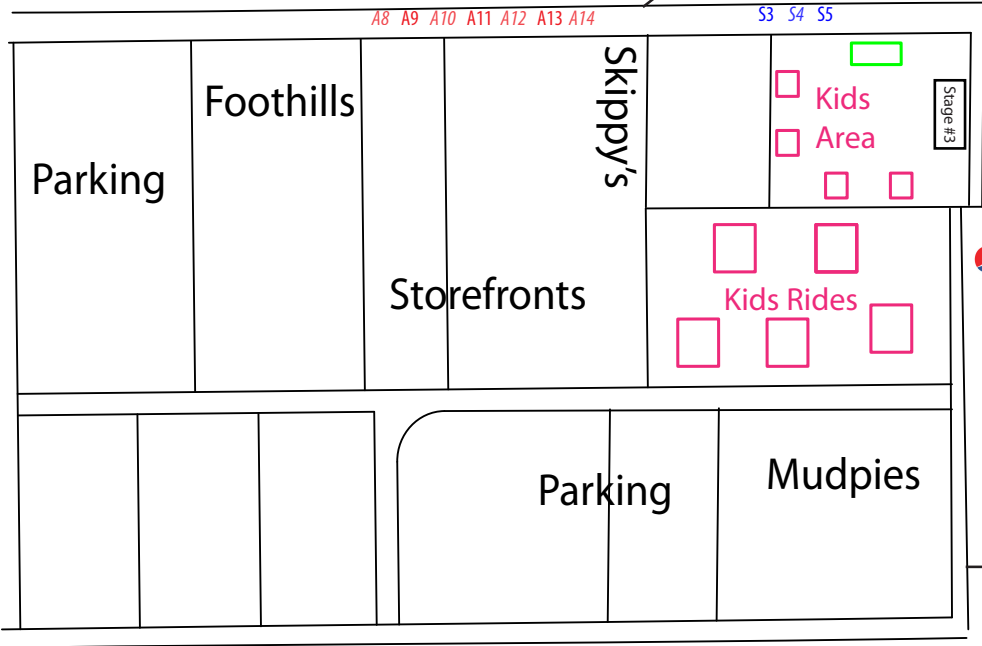


Cultural Exhibit

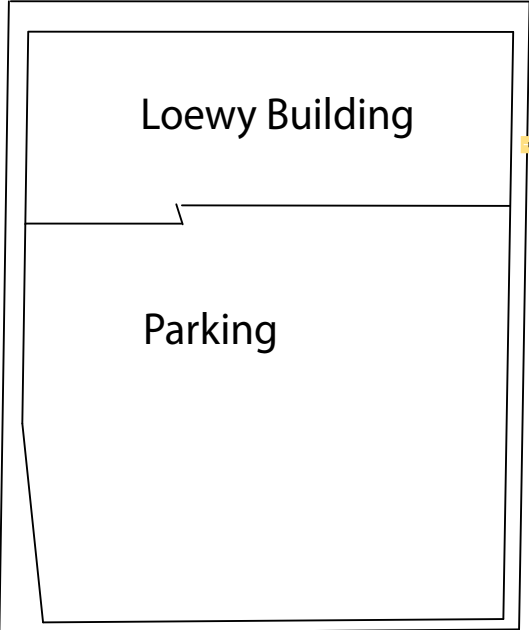
Beer Garden



Entry Gate 3



Entry Gate 4



Spruce St N

H & H

Holly Ave NW