



Dear Potential Sponsor:

On April 9, 2011, the Port Authority of San Antonio will celebrate Fiesta de los Niños event during the week of Fiesta. Fiesta de los Niños is a free family event that occurs from 10:00 a.m. – 7:00 p.m. on the grounds of the former Kelly Air Force Base, where residents of the surrounding community are invited to bring their children to enjoy games, carnival rides, a moonwalk obstacle course, 20 food booths, 2 stages with live performances and a host of other activities.

This is an official Fiesta sanctioned event that's growing in popularity. More than 4,000 people attended the 2010 Fiesta de los Niños event, despite the rainy weather. With better weather in 2011, we expect to see thousands more attend one of San Antonio's finest Fiesta celebrations.

Since the inception of this event, Port San Antonio has been the primary underwriter of this event, covering the majority of the costs for the event, including security, games, rides and other entertainment. As we look toward to 2011, we expect our largest draw ever, and as a result we are asking you and others to be co-sponsors to help cover the extra anticipated costs.

Enclosed are sponsorship options for you and your company to consider. Each option has specific marketing and promotion opportunities associated with it. Please complete the form, which can be returned via email or fax, and let us know how you would like to participate.

Your consideration for sponsorship is greatly appreciated. If you have any further questions or need additional information regarding this event, please contact Marcel Johnson, Sponsorship Committee Chair at [marcel.johnson@portsanantonio.us](mailto:marcel.johnson@portsanantonio.us) or 362-7830 at or you can contact me.

Thanks again for your interest, and VIVA Fiesta!



SPONSORSHIP OPPORTUNITY  
FIESTA DE LOS NIÑOS  
APRIL 9, 2011

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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

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GOLD SPONSOR - \$5,000

- Sponsor recognition on all radio spots, newspaper ads and other forms of electronic media promoting the event
- Sponsor recognition on more than 5,000 flyers /posters to be distributed throughout the community
- Special recognition and plaque presentation during Fiesta de los Niños
- Premium exhibit space during the event to promote your company's products/services
- 100 complimentary tickets for games and rides

SILVER SPONSOR - \$2,500

- Company logo included on all printed and electronic media promoting the event
- Sponsor recognition and company logo on more than 5,000 flyers /posters to be distributed throughout the community
- Special recognition and plaque presentation during Fiesta de los Niños
- Exhibit space during the event to promote your company's products/services
- 50 complimentary tickets for games and rides

BRONZE SPONSOR - \$1,500

- Sponsor recognition, company name listed on newspaper ads and other forms of electronic media promoting the event
- Sponsor recognition and company name listed on more than 5,000 flyers /posters to be distributed throughout the community
- Special recognition and plaque presentation during Fiesta de los Niños
- Exhibit space during the event to promote your company's products/services
- 25 complimentary tickets for games and rides

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PAYMENT INFORMATION

Checks are made payable to Port San Antonio, and can be mailed to Attn: Marcel Johnson 907 Billy Mitchell Blvd., San Antonio, TX 78226. For more details or answers to questions regarding this event, please contact Marcel at [marcel.johnson@portsanantonio.us](mailto:marcel.johnson@portsanantonio.us) or (210) 362-7830.