



216 N. Race Street  
Georgetown, DE 19947  
(302) 854-9262  
[festivalhispano@laesperanza.org](mailto:festivalhispano@laesperanza.org)  
[www.laesperanzacenter.org](http://www.laesperanzacenter.org)

*La Esperanza* and The Voice Radio Network are pleased to invite you to participate in **Hispanic Fest 2017** on **Sunday, September 17<sup>th</sup>** from 11 a.m. to 7 p.m. in Downtown Georgetown Delaware on North Race Street.

We are excited that **The Hispanic Fest 2017** is taking place in **Georgetown** again. *La Esperanza* will be coordinating the 2017 Hispanic Fest. It will be a great day to appreciate and celebrate the diversity of Hispanic cultural heritage in Delaware, Maryland and Virginia. There will be music and dances performed by local and International groups, traditional arts and crafts, and of course, delicious traditional food with an emphasis on Latino cuisine.

We would like to invite your agency or business to participate through one of our many wonderful sponsorship opportunities that will highlight your business. In 2016, approximately 10,000 people attended the **Festival Hispano**. As a non-profit organization our goal is to have a successful event as well raise funds for our organization, that is why we have a great partnership with Maxima 95.3 FM , La Raza 900 AM, The City of Georgetown and the local Police Department.

If you're interested in participating, please fill out the attached application. Please note the following rules for vendor

- Space is limited, so it is important to return your application **as soon as possible**.
- *La Esperanza or The Voice Radio Network is not responsible for duplicate vendors.*

When completing the application, **make sure you read the rules carefully and sign them**. Please return both pages of the application with a check or money order made out to La Esperanza. (No Partial payments will be accepted)

#### PAYMENT INFORMATION:

##### Mail checks to:

Festival Hispano  
La Esperanza  
216 N. Race Street  
Georgetown, DE 19947

For Information about the Packages please contact  
[Tracy@thevoiceredionetwork.com](mailto:Tracy@thevoiceredionetwork.com)  
302 858 5118

**PAY ONLINE WWW.LAESPERANZACENTER.ORG**



## *Sponsorship Packages*

### 1. Platinum Package

- Four 30-second radio commercials per day for 30 days on Maxima 95.3 FM and La RAZA 900 am (120 total radio spots).
- One full-page ad in the local newspaper promoting the event with your logo.
- 1x2 Inch Logo on 500 official event posters and 2,000 flyers.
- Logo on banners located on the stage ( sides).
- Business name mentioned in every radio promotion, (240 total announcements).
- 12x24 space at the event.
- Business mentions at the event.
- Endorsements during live broadcast (8 total).
- **Price: \$4,000.00**

### 2. Gold Package

- Two radio commercials per day for 30 days on Maxima 95.3 and La RAZA 900 am (60 total radio spots)
- 12x12 space to offer products or services.
- 1x1 inch logo on the official event poster (500 total posters).
- Four business mentions at the event.
- Endorsements during the live broadcast.
- **Price: \$2,000.00**

### 3. Silver Package

- 12x12 space to offer any product or services.
- Two business mentions at the event; endorsement during the live broadcast.
- **Price: \$1,000.00**

### 4. Bronze Package (Food Vendors)

- **Price:**
  - **VENDORS: \$450 for 12x12 space, \$800 for 12x24 space.**  
*Food vendors will need to apply for permits from the Health Department.*
  - **NON-PROFITS (501c3 only): \$150 for 12x12 space, Non-Food**

Accepted package \_\_\_\_\_ Signature \_\_\_\_\_ date \_\_\_\_\_



## Vendor Application only

Vendor check-in and set-up: 8a.m. to 10 a.m.

- Event open to the public: 11 a.m. to 7 p.m.
- All vendors are required to stay until 4 p.m.
  - Located on North Race Street
  - BRING YOUR OWN TABLES, CHAIRS AND TENT**
  - Food Vendors are required to stop selling Food at 6:15PM, Vendors are required to clean the area.
  - If you rent a tent or table, you are responsible for receiving and returning it
  - The event is **RAIN OR SHINE**; fees are non-refundable

Application deadline: June 14, 2017

Return application with check payable to: La Esperanza, 216 N. Race St. Georgetown, DE 19947

Name \_\_\_\_\_  
(person who will be present and responsible on the day of the event)

Agency/Business \_\_\_\_\_

Address \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_ Cellular Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email Address \_\_\_\_\_

**Vendors are required to bring Generators if you need it.**

Food vendors need to bring clean water in gallons, wear globes, hair nets, and other if needed

\_\_\_\_\_ I have a Delaware Business License and I am sending a copy attached to this application.

\_\_\_\_\_ I have a Temporary Food Permit from the Delaware Health Department for the day of the event and I am sending a copy attached to this application.

\_\_\_\_\_ I will get my own Delaware Business License and Temporary Food Permit and I will mail a copy to La Esperanza no later than August 15, 2017

Enclosed please find a check for the amount of \$ \_\_\_\_\_ For Space 12x12 \_\_\_\_\_

For Space 12x24 \_\_\_\_\_

# ***Rules of Hispanic Fest 2017***

1. La Esperanza reserves the right to determine which applications are appropriate for the Hispanic Fest based on content and first-come, first served basis. Sale of string spray, poppers, laser lights is strictly **prohibited**.
2. La Esperanza, the Greater Georgetown Chamber of Commerce, the Voice Radio Network, the Georgetown Police Department, and/or the Town of Georgetown are **not** liable for any theft, bodily harm or injury, or damage to personal property. Individual food vendors and nonfood vendors (including public service exhibitors) **must** provide their own insurance for these purposes.
3. Once La Esperanza receives the application and payment, all vendors (food vendors and nonfood vendors) will receive a Map with a thank you letter as receipt and confirmation.
4. The event is **RAIN or SHINE: NO REFUNDS WILL BE MADE**.
5. Absolutely **no** vehicles will be parked on the main road as part of a display or for any other reason. **No** vehicles are permitted to transport products to nonfood vendors (including public service exhibitors) after 11:00 am. Access to North Race street will be on New Street and all Vendors must check in to La Esperanza volunteers when arrive.
6. Early check-in and set-up is from 8:00 am to 10:00 am. **No** vehicles will be allowed close to the entrance gate of the festival as of 10:00 am. The event is open to the public from 11:00 noon until 7:00 pm. You **cannot** drive a vehicle close to the entrance gate of the festival to load up until after 7:00 pm. **NO EXCEPTIONS!**
7. Food vendors **must** have a Temporary Food Permit from the Division of Public Health, Sussex County Unit. **Dept. of Health personnel will do on-site inspections the day of the event.** Permits **must** be on display. Call (302) 856-5496 to obtain a permit.
8. **ALL VENDORS** (food vendors and nonfood vendors) **must** provide their own tents, tables, chairs, ice, trash bags, extension chords, GENERATOR or other needed supplies or equipment. All spaces should be set up by 11:00 am. All food vendors should stop serving food at 6:15 pm to allow enough time for cleanup of festival grounds.
9. **THE SPACE IS TO BE LEFT AS FOUND.** All the trash is to be bagged and deposited in the dumpsters provided. Grease is to be poured into a suitable container, and then deposited in the dumpsters. **SANCTIONS WILL BE TAKEN AGAINST A FOOD VENDOR IF GREASE IS OTHERWISE DISPOSED.**
10. Individual generators are permitted. **No** multiple outlet power strips may be used. There will be **no** tampering with electric service. For assistance, please contact event staff in volunteer t-shirts.
11. Political information may be distributed from exhibit space, and candidates are free to circulate the grounds. Signs may **not** be posted on fences, walls, in walkways, parking areas designated for Festival Hispano use. Political candidates are welcome to talk with prospective voters throughout the grounds. No obstruction of traffic flow at parking lots, entrance gates or vendor spaces will be permitted.
12. Organizers of The Hispanic Fest will be on site at all times during the event for emergency or other assistance. **Failure to adhere to any of these rules will result in removal from festival grounds, without a refund of fees, and possible ban from participation in future years.**
13. If you need any other information, please contact **La Esperanza** – the non-profit arts organization which coordinates The Hispanic Fest 2017 at (302)854-9262 or by email at [festivalhispano@laesperanza.org](mailto:festivalhispano@laesperanza.org) . for Sales please contact Tracy at 302 858 5118 or by email at [tracy@thevoiceradionetwork.com](mailto:tracy@thevoiceradionetwork.com)

***I have read all of the rules of Festival Hispano and I agree to comply with all rules and regulations.***

\_\_\_\_\_  
(Vendor Signature)

\_\_\_\_\_  
(Date)