



## **2010 FESTIVAL DE LA FAMILIA COMMUNITY OUTREACH LETTER OF INVITATION**

Festival de la Familia is Sacramento's premier Latino Heritage celebration designed to showcase the Latino community and culture. This year's Festival is planned for Sunday, April 25, 2010 and will be held at Cal Expo. The Festival includes community outreach for services, authentic and original arts and crafts, varied entertainment on five stages, children's activities, traditional foods, and much more. Bilingual activities are an essential part of this Festival. Participation is open to all who can demonstrate an ability to enrich the event. The Festival is an event founded by The Sacramento Bee and presented with other corporate co-sponsors in an effort to share and celebrate the many Latino cultures represented in Northern California.

**Applications must be completed and postmarked by March 31, 2010, to be reviewed for participation. A late application may be considered depending on space availability through April 14, 2010, and a late fee of \$25.00 will be applied. The application includes information regarding the event, criteria for participation, selections process, space/booth details, fees, and other specific details. All checks and money orders should be made payable to *Festival de la Familia – Community Outreach*. If you have questions about this application and /or need further details, please call (916) 348-7085, (916) 616-9909 or email [JackieGallegos@comcast.net](mailto:JackieGallegos@comcast.net)**

### **CRITERIA FOR PARTICIPATION:**

This is primarily a cultural event. All participants must meet the overall participation criteria set by the Festival's Executive Committee. Participants may be a community based group/organization or a government agency; all interested participants must have understanding and appreciation of Latino cultures and people; booths must promote a positive image of Latino values, contributions and culture; booths must have bilingual personnel available throughout the event; and preference will be given to agencies/groups with a demonstrated record of serving the Latino community.

### **SELECTION PROCESS:**

Once applications have been received, the Selection Committee will review and select those that best satisfy and meet the goals of the Festival de la Familia. **Selected applicants are required**

**to setup and attend an orientation session on April 24, 2010.** Letters of acceptance will be mailed to the contact person identified on the application by **April 9, 2010.**

**FEES:**

Do not send fees until your application has been approved. **Check or money orders only.** All fees are non-refundable. **All fee payments should be made payable to *Festival de la Familia – Community Outreach.*** Vendor fees include a 10 x 10 space, one table, 2 chairs, a regular booth canopy, one parking pass and 2 admission tickets. **Additional parking passes and admission tickets will need to be purchased.** All fees must be postmarked or otherwise submitted no later than **April 19, 2010.** If they are postmarked after this date, you will need to add a \$50.00 late fee.

**SPACE/BOOTH/CANOPY DETAILS:**

The standard space size is 10' x 10'. Personal equipment such as chairs and shade canopies will be accepted if they meet the Festival's guidelines. Set-up and tear-down of the booths provided by the vendor will be the *responsibility of the vendor.* Set-up and tear-down will be included for booths and canopies rented from Festival.

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**IMPORTANT DATES TO REMEMBER:**

**Application Deadline**

**Wednesday, March 31, 2010**

**Receive Letter of Participation**

**Friday, April 9, 2010**

**Payment Deadline**

**Monday, April 19, 2010**

**Mandatory Vendor Setup and Orientation Session**

**Saturday, April 24, 2010 ■ 10:00 a.m. to 8:00 p.m. at Cal Expo**

**Day of Event**

**Sunday, April 25, 2010 ■ 10:00 a.m. to 6:00 p.m. at Cal Expo**

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**APPLICATIONS MUST BE POSTMARKED OR EMAILED BY MARCH 31, 2010.**

**Mail to: FDLF Community Outreach Committee, ATTN: Jackie Gallegos**

**P.O. Box 462, Carmichael, CA 95609**

**Call (916) 348-7085 or (916) 616-9909 | Email: JackieGallegos@comcast.net**