



FESTIVAL  
DE LA FAMILIA  
[www.festivaldelafamilia.org](http://www.festivaldelafamilia.org)

## 2012 FESTIVAL DE LA FAMILIA CHILDREN'S PROGRAM 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 29, 2012 and will be held at Cal Expo. The Festival includes community outreach 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 2, 2012 to be reviewed for participation. A late application may be considered depending on space availability through March 24, 2012. The application includes information regarding the event, criteria for participation, space/booth details, and other specific details. If you have questions about this application or need further details, please call Jasmine Aguila at (916) 476-1309 or email [children@festivaldelafamilia.org](mailto:children@festivaldelafamilia.org).**

### **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.

### **SPACE/BOOTH DETAILS:**

The standard space size is 10' x 10'. You will be provided a table for your area. 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 will be the **responsibility of the vendor**.

### **DATE/TIME AND SET-UP:**

The Festival will be taking place Sunday, April 29, 2012 at Cal Expo from 10:00am-6:00pm. Please be prepared to arrive early, between 7:00am-8:00am for set-up.

**APPLICATIONS MUST BE POSTMARKED OR EMAILED BY  
MARCH 3, 2012.**

Mail to: FDLF Children's Program  
ATTN: Jasmine Aguila  
P.O. Box 162845 Sacramento, CA 95816  
Phone: (916) 476-1309  
Email: [children@festivaldelafamilia.org](mailto:children@festivaldelafamilia.org)

# 2012 FESTIVAL DE LA FAMILIA CHILDREN'S PROGRAM APPLICATION

Contact Name: \_\_\_\_\_

Company/Organization Name: \_\_\_\_\_

Non Profit Status: \_\_\_\_\_ Check One: Tax Exempt \_\_\_\_\_ Non-tax Exempt \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Work Phone: ( ) \_\_\_\_\_ Home Phone/Mobile Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-Mail (*Please Print*): \_\_\_\_\_ Website: \_\_\_\_\_

## SELECTION CRITERION FOR PARTICIPATION:

- Children's Program booths must represent a group, association or public agency.
- Participants must promote services provided to the Latino community.
- Booth activities must promote a positive image of Latino values, contributions, and culture.
- Preference will be given to booths with interactive, engaging activities.
- Sales of items, food, drinks, etc. are not permitted (unless previously agreed upon or requested)

## QUESTIONS:

1. Have you participated in the past with Festival de la Familia? ( ) NO ( ) YES # of years:
2. Please explain how your proposed booth activities are family oriented, interactive, and/or educational?

3. Do you provide services specifically targeted to the Latino community? ( ) NO ( ) YES

If yes, please identify those services:

4. Do you plan to distribute printed materials, handouts, or free items? ( ) NO ( ) YES

**If yes, prepare to have supplies sufficient to serve a large crowd. We recommend a minimum of 1,000 copies or number of items.**

5. How much staff will you be able to provide the day of?

6. Will you be participating for the duration of the festival (7:00am-6:00pm)? ( ) NO ( ) YES

If no, please provide your schedule below:

**SPECIAL REQUESTS: (Volunteers, supplies, location needs, etc?)**

**QUESTIONS/COMMENTS:**