

TACO FEST



Birmingham

6th
ANNUAL
FESTIVAL

May 7.2023

SLOSS FURNACES | BIRMINGHAM



21st
ANNUAL
FESTIVAL

Nov 2 & 3.2023

SLOSS FURNACES | BIRMINGHAM



BARE HANDS, INC.

www.barehandsinc.org

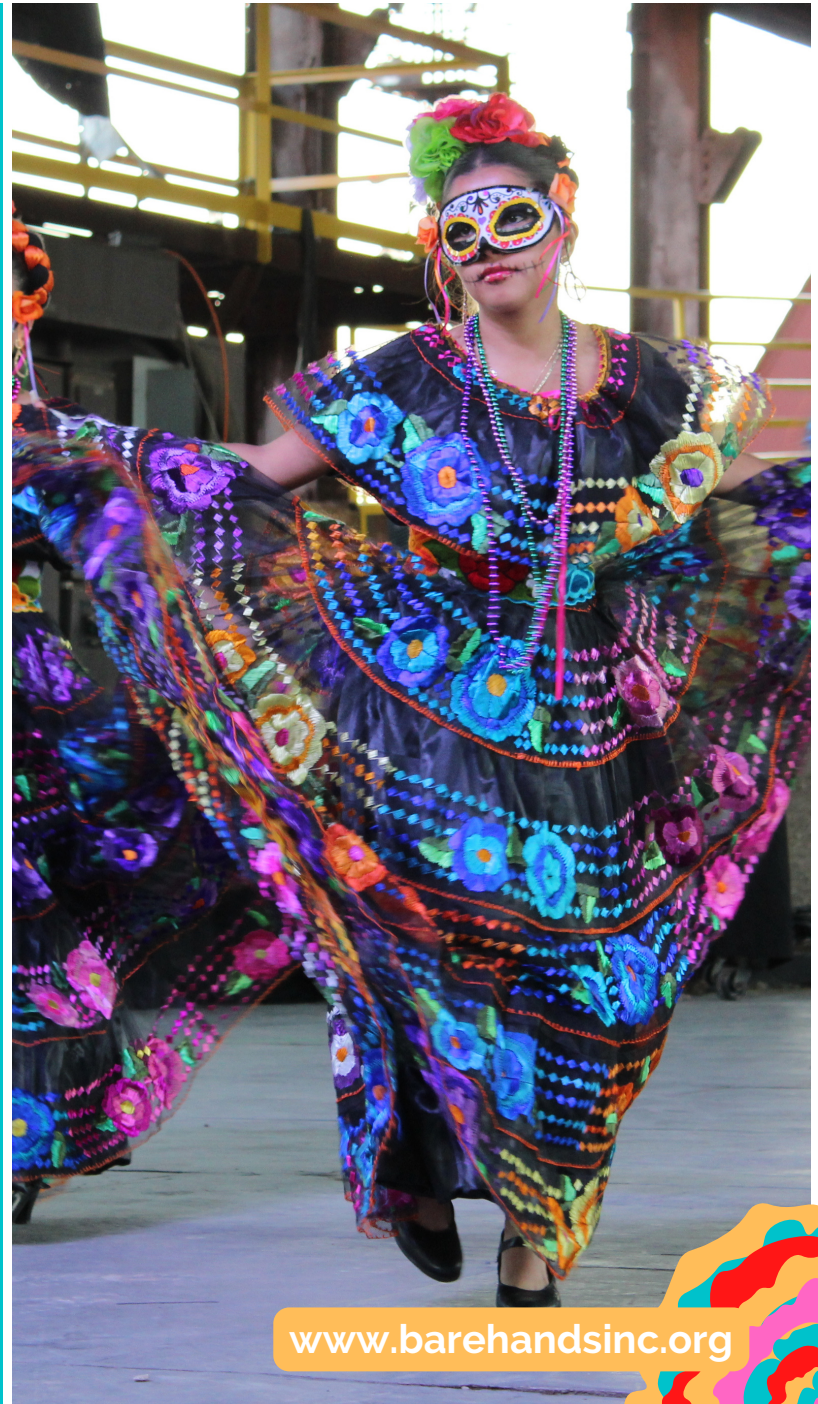
BARE HANDS INC.

About

Bare Hands, Inc., formerly a private foundation—501(c)(3), is honored to receive a new nonprofit designation of public charity—509(a)(2). Bare Hands, Inc. is run by a volunteer Board of Directors and powered by countless hours of dedicated volunteers. Bare Hands is a community-supported, arts organization dedicated to cultivating creativity and innovation in metro Birmingham and the surrounding region by creating opportunities and favorable environments in which artists and audiences play an active role in the creative process and cultural dialogues.

This mission is addressed through our Día de los Muertos festival, an annual joyful remembrance of lost loved ones which began in 2003, inspired by Mexico's sacred Day of the Dead tradition, the tradition of Decoration Day in the Southern United States, New Orleans Jazz Funeral Processions and Birmingham's own history and community. Through the years we have furthered this mission through the Bare Hands Art Club, a partnership with the local artistic community and the YWCA of Central Alabama that encourages creative expression in children moving from homelessness to transitional housing.

Bare Hands, Inc. works with and for the community to create meaningful and memorable experiences – there are many ways to get involved and we hope you will join us!



www.barehandsinc.org

BARE HANDS INC.

Board of Directors & Staff

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Vanessa Vargas
President



Mark Cenczyk
Treasurer



Hannah Mills
Secretary



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Volunteer Coordinator



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Board Member



Charity Jackson
Board Member



Sofia Rubio
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Ann Kathryn Allen
Board Member



**Kathleen
Rose-Byington**
Board Member



Camille Weeks
Board Member



Parastoo Farzad
Board Member



Aimee Castro
Executive Director



Jessica Friedman
Of Counsel



Birmingham TACO FEST

Event Details

BARE HANDS, INC will host its 6th Annual Taco Fest on May 7, 2023 from 12:00 until 5:00 pm, at Sloss Furnaces National Historic Landmark.

Taco Fest features Birmingham's Top Taco Vendors and Food Trucks, music, children's activities and local art vendors. Attendees can also vote for the Best Taco and pair their taco selection with delicious locally crafted beverages.

Admission is \$8 in advance & \$12 day of the festival Children 12 & under are free.

www.barehandsinc.org



DIA DE LOS MUERTOS

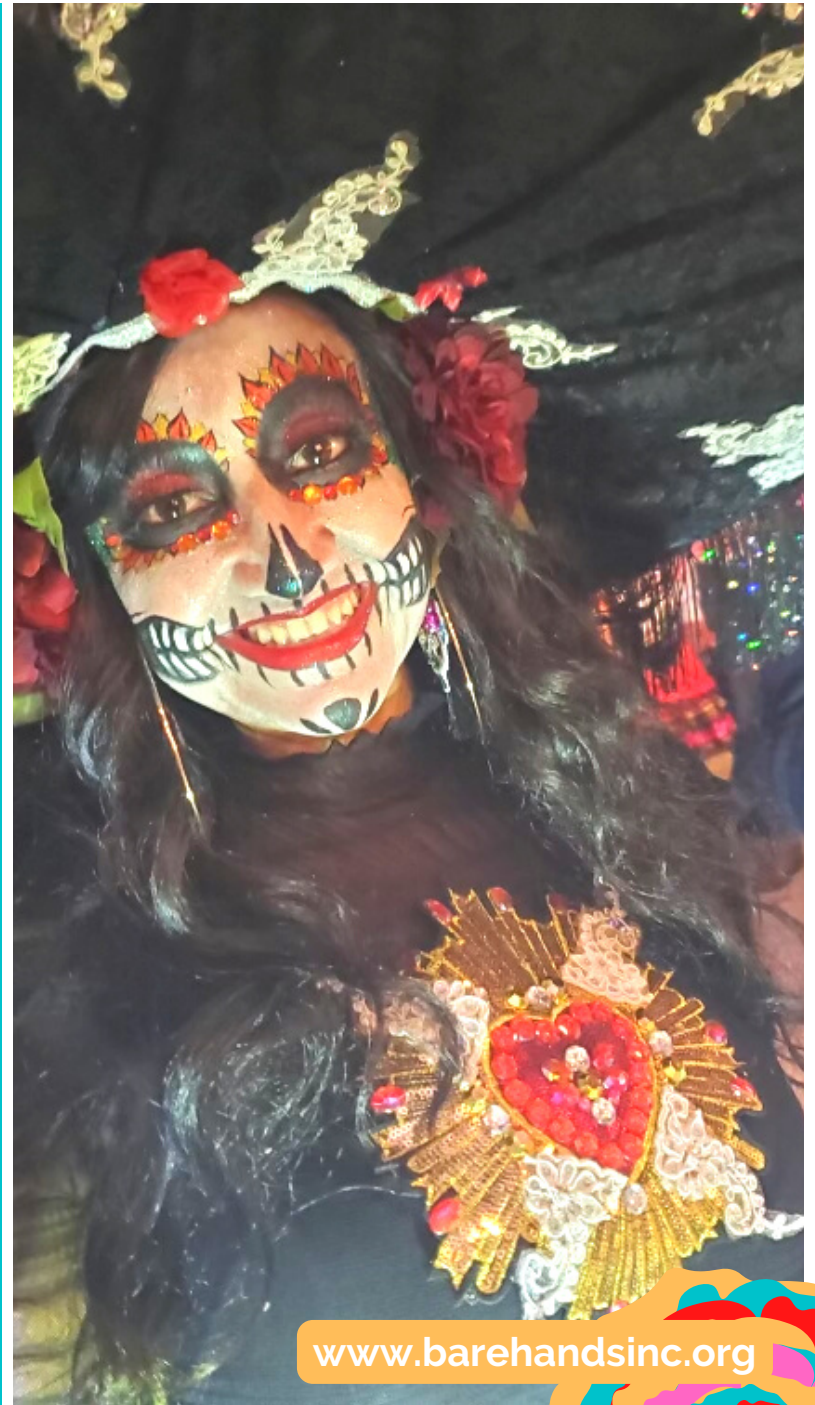
Event Details

BARE HANDS, INC will host its 21st Annual Day of the Dead Festival on Thursday, November 2 and Friday, November 3, 2023 from 4pm until 10pm, at Sloss Furnaces National Historic Landmark.

Day of the Dead is a vibrant, colorful, joyful commemoration of lost loved ones which originated in Mexico centuries ago. It is similar to what we in the southern U.S. call Decoration Day. It combines music, storytelling, food, family, friends, flowers and memorials all in honor of those who have gone before. Read about how Birmingham's celebration began at www.barehandsinc.org.

Admission is \$15 in advance & \$20 day of the festival.

Children 12 & under are free. This year we are excited to present a full-scale celebration including: Authentic Latino Food, Specialty Beverage Garden, Music, Dancers, Spoken Word, Memorial Roll Call, Procession and Second-Line, an Expanded Area for Memorial Altars (Ofrendas), an Artist Market with Free Art Activities for Kids and Kids-at-Heart!



www.barehandsinc.org



T-Mobile®

Sponsorship Opportunities

As we plan for our 2023 Festivals, we invite you to join us as one of our key partners. As a sponsor your company/brand will receive an excellent return on your investment, as your name will be viewed and/or experienced by a loyal audience of thousands!

TITLE SPONSORSHIP | \$10,000 for Taco Fest | \$15,000 for Day of the Dead or \$20,000 for both.

- Title Sponsorship of the 2023 Taco Fest, DDLM or both - Festival Presented by "Company Name" or "Company Name" Presents Festival
- Category Exclusivity
- A 10x20 location on the festival site
- The right to hang mutually agreed upon signage on the festival site
- (40) General Admission passes and (20) VIP Credentials per festival
- Top Level Logo inclusion on the Festival Media Campaigns
- Logo and link to company website on event website
- Up to (10) unique and targeted social media promotions per festival
- Top Level Logo inclusion on event marketing materials
- Inclusion in all press releases sent out on behalf of Festival
- Festival Swag Bag with commemorative items
- First right of refusal for 2024 (Good for 60 days following the 2023 event)

www.barehandsinc.org



Sponsorship Opportunities

PRESENTING SPONSORSHIP | \$5,000 for Taco Fest | \$7,500 for Day of the Dead or \$10,000 for both.

- Presenting Sponsorship of 2023 Festivals
- Category Exclusivity
- A 10x10 location on the festival site.
- The right to hang mutually agreed upon signage on the festival site
- (25) General Admission passes and (10) VIP Credentials per festival
- Top Tier Logo inclusion on the Festival Media Campaigns
- Logo and link to company website on event website
- Up to (5) unique and targeted social media promotions per festival
- Top Tier Logo inclusion on event marketing materials
- Inclusion in all press releases sent out on behalf of festivals
- Festival Swag Bag with commemorative items

OFFICIAL SPONSORSHIP | \$2,000 for Taco Fest | \$2,500 for Day of the Dead or \$4000 for both

- Official Sponsorship of 2023 Festivals
- A 10x10 location on the festival site.
- (10) General Admission passes and (5) VIP Credentials per festival
- Top Tier Logo inclusion on the Festival Media Campaigns
- Logo and link to company website on event website
- Up to (2) unique and targeted social media promotions per festival
- 2nd Tier Logo inclusion on event marketing materials
- Inclusion in all press releases sent out on behalf of festivals





A-La-Carte Sponsorship Opportunities

VIP & SPONSOR HOSPITALITY AREA FOR BOTH EVENTS | \$15,000

- Ownership of the TF VIP & DOD Sponsor Hospitality areas.
- Category Exclusivity
- A 10x10 location on the festival site.
- The right to hang mutually agreed upon signage on the festival site
- (25) General Admission passes and (10) VIP Credentials per festival
- Top Tier Logo inclusion on the Festival Media Campaigns
- Logo and link to company website on event website
- Up to (5) unique and targeted social media promotions per festival
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FESTIVAL COMPONENT SPONSORSHIPS | \$5,000

- Ownership of one of the following festival components (DDL M or TF Artist Village, TF Kids Area, DDL M Procession, Festival Gateways)
- A 10x10 location on the festival site.
- (10) General Admission passes and (5) VIP Credentials per festival
- Top Tier Logo inclusion on the Festival Media Campaigns
- Logo and link to company website on event website
- Up to (2) unique and targeted social media promotions per festival
- 2nd Tier Logo inclusion on event marketing materials
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Thank You!

Thank you for taking the time to review the enclosed information. If your company is interested in being a part of the 6th Annual Taco Fest, the 21st Annual Dia De Los Muertos | Day of the Dead Festival, or both events, please contact Aimee Castro at aimee.castro@barehandsinc.org.

We would value the opportunity to discuss the options in this proposal or tailor a unique sponsorship package that better meets your values and goals.

We look forward to hearing from you soon!

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