

FIESTA 2015

Linn Park, Downtown Birmingham
Saturday - October 3, 2015

ALABAMA'S LARGEST CELEBRATION OF HISPANIC ARTS & CULTURE



The Fiesta Health and Wellness Village 2015 Information and Application for Participation



Dear Fellow Health & Wellness Organization,

Going into it's 13th year, FIESTA is proud to be one of Alabama's largest, longest-running & most beloved annual celebration of Latino Culture! Fiesta strives to make each year better by bringing in new aspects of the festival and evolving with our guests and their wants, while still holding true to our original identity and mission.

Fiesta 2015 - The Thirteenth Annual Event - will take place Saturday, October 3 in Linn Park, Downtown Birmingham. We are pleased to announce that McDonald's has signed on as our Title Sponsor for this year's event and will be bringing their International Fiesta Tour, which is a 100x150 footprint interactive exhibit that displays the history of Latin American Music.

We hope that you will make plans to join us for this important celebration of Art, Culture, Music, Dance, Food and, of course, People! On behalf of Fiesta, a 501 (c)3 not -for-profit organization, and its Board of Directors, we would like to invite you to participate in our annual Health & Wellness Village.

The Health and Wellness Village has been a tremendous part of Fiesta since it was first introduced in 2005. The purpose of the Health and Wellness Village is to assess the community's medical needs and to provide attendees with educational materials and professional assistance. Our goal is to help familiarize guests, both Hispanic and Non-Hispanic, with medical options and resources that are available to them.

For a fee of \$150, any medical non-profit organization interested in being a part of Fiesta Health and Wellness Village will receive the following:

- Booth space in the Health and Wellness Tent, which includes one eight-foot table, and two chairs,
- A 24x18 reusable waterproof sign that clearly identifies your organization,
- Access to standard power/electricity for your tent (if requested),
- Up to 8 complimentary General Admission wristbands for your staff.

You will need to bring:

- Any extension cords and power strips to access the power, and
- Any additional supplies you may need to set-up, such as zip ties, scissors, staplers, etc.

Your tent will be ready for occupancy by 10 a.m. on Saturday, October 3. The event will begin at noon the same day and continue until 8:00 p.m. Your banners can be displayed at your tent but not elsewhere on the festival site.

If you are interested in participating in the 2015 Fiesta H&W Village, please complete the attached Application and return either via email to ivy@cahabavalleyhealthcare.org or via regular mail, along with your payment to 4515 Southlake Parkway, Suite 150, Birmingham AL 35244.

Please note, if you have been with us before, you will notice a new section on the application that relates to marketing and social media. Collecting this important information will help us connect with your organization in a more meaningful way, and, in the end, help both of our organizations to increase followers and awareness.

Thank you for taking the time to review the enclosed information. We look forward to working with you to make Fiesta a community-wide success! Please feel free to contact me with any questions or concerns.

Best,

Edwina Taylor - Health and Wellness Village Chairperson

FIESTA 2015 Health & Wellness Application

Name of Organization: _____

Are you a 501(c)3 Organization? Yes No

Services Provided: _____

Contact Person/Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Names of individual (s) who will be working at your booth:

Name of person in charge on site during festival (if different from contact provided above):

Organization's Website: _____

Twitter Handle: _____ Instagram User Name: _____

Facebook URL: _____

Any other hashtags that are relevant to your organization: _____

Please remit this application, along with payment to Fiesta, Attention Edwina Taylor, 4515 Southlake Parkway, Suite 150, Birmingham, AL 35244. To reserve your space and have Fiesta immediately start promoting your involvement, please email your application to ivy@cahabavalleyhealthcare.org

Thank you again for your time. We look forward to seeing you on October 3 at Linn Park!