

1990



2020

**FIESTA  
BACK  
OF THE YARDS**

A stylized red and white circus tent icon with a red flag on top, positioned to the right of the word 'BACK'.

**Friday, June 12th  
Saturday, June 13th  
Sunday, June 14th**

**Official Sponsorship Package**



## Who We Are

The Back of the Yards Neighborhood Council was founded in Post-Depression 1939 by Joseph Meegan, the superintendent of Davis Square Park, and Saul Alinski, a colorful, professional organizer— making the BYNC the oldest community-based organization in the United States.

The BYNC is unique because it combines economic development services and social service programs as a holistic approach to community development. By working with elected officials, residents, businesses and other community leaders, the BYNC creates programs and delivers services that address the needs of children, adults, senior citizens, businesses and community partners alike. We work everyday to create a better place to live, a better place to grow up, a better place to shop and invest, and a better place to grow old.

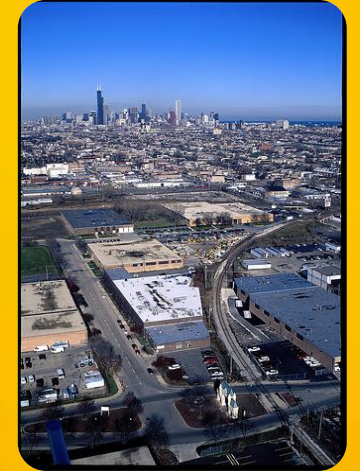
## Back of the Yards Community

The Back of the Yards neighborhood is situated on Chicago's Southwest Side, about 4.5 miles southwest of the Loop. Considered part of the New City community, the neighborhood extends roughly from 39th Street to 55th Street and from Halsted Street to Western Avenue.

According to a 2009 demographic analysis of the area, the geographic center of the Back of the Yards has a total population of approximately 18,556 with 35% of the total population being under the age of 17.

### Demographic Summary

- **85.8% Hispanic population,**
- **Approximately 5,000 households,**
- **80% of those households are families, and**
- **24% of those households earn more than \$50,000 a year,**
- **Concentrated buying power for the area is \$164.4 million.**



# How Fiesta Was Born

In 1940, the Back of the Yards Neighborhood Council introduced an annual community festival that was known as the Free Fair; this month-long event served as both an opportunity to bring entertainment and activities to the Back of the Yards neighborhood and as a fundraiser for the BYNC's various programs. The Free Fair boasted celebrity appearances, zoo animals, carnival rides, games, and a variety of interesting contests, including baby races and longest ponytail contests.

The Free Fair thrived into the early 80s, until its spacious 47th and Damen site was converted into a shopping center. In response to local demands for a new community festival, the BYNC created Fiesta on 47th Street, which has been celebrated for 30 years.

Fiesta is an annual community celebration where area merchants, food vendors, artisans, carnival rides and entertainers overtake 47th Street between Ashland and Damen Avenues, in the heart of Chicago's storied Back of the Yards community.





# Fiesta Today



Fiesta is a highly-anticipated community event that successfully draws over 300,000 people of all ages and highlights the diversity and rich cultural past of the Back of the Yards neighborhood.

Fiesta also promotes the Back of the Yards as a proud and vibrant community while raising funds to support the BYNC's many programs, which include the BYNC Senior Shuttle Bus, computer classes, and our award-winning Ballet Folklórico program.

Fiesta Back of the Yards boasts two stages that feature live music, dancers, and cultural performances.

In addition to the live entertainment, Fiesta offers over 25 rides and games for kids ages 2 and above.

## *Sponsorship*

- Sponsors are provided media exposure before and during the festival in the form of print and radio advertisements, live remotes, posters and banners. All sponsors are provided booths and access to the VIP Tent, where their staff may take a break, eat, drink, and network with other event sponsors. Because Fiesta Back of the Yards is the ideal location for direct marketing to the Hispanic community, the booths provided to our sponsors are among the most beneficial elements of sponsorship. Whether you are demonstrating new products, selling your existing goods, or simply raising brand awareness or creating goodwill, Fiesta offers direct access to a quarter-million Hispanic families.



# Sponsor Our 30<sup>th</sup> Anniversary



## PLATINUM - \$30,000

### Package Includes:

- Presenting title name of Fiesta Back of the Yards
- One (1) 10x60 sponsor booth
- Company name will be included on all radio and TV advertisements
- Logo on printed materials (flyers, newsletters, posters, banners, t-shirts)
- Logo will be included in all newspaper advertisements
- Sponsor name/logo on BYNC's social media
- Banner signage on main stage, cultural stage, VIP tent, two (2) security towers, and one (1) entryway (banners to be provided by sponsor)
- Ten (10) passes to VIP tent and five (5) parking passes
- Stage time and recognition
- One (1) 2-hour live remote during the event
- Post-event recognition
- One (1) complimentary foursome for BYNC's Annual Golf Outing
- Hole Sponsorship recognition at BYNC's Annual Golf Outing
- One (1) booth at our annual Back to School Fair with sponsorship recognition

## GOLD - \$20,000

### Package Includes:

- One (1) 10x40 sponsor booth
- Logo on event flyers, posters, and t-shirts
- Company name will be included on all radio advertisement
- Logo will be included on newspaper advertisement
- Banner signage on main stage and one (1) security tower (banners to be provided by sponsor)
- Eight (8) passes to VIP tent and three (3) parking passes.
- Stage recognition
- Sponsor name on our social media
- One (1) complimentary twosome for BYNC's Annual Golf Outing
- Post-event recognition

### Sponsorship Deadline

Agreement – March 27, 2020

Artwork – April 9, 2020



# Sponsor Our 30<sup>th</sup> Anniversary



## SILVER - \$15,000

### Package Includes:

- One (1) 10x30 sponsor booth
- Logo on flyers and posters
- Logo will be included on one newspaper advertisement
- Banner signage on main stage and one (1) security tower (banners to be provided by sponsor)
- Six (6) passes to VIP tent and three (3) parking passes.
- Stage recognition
- Sponsor recognition on our social media
- Post-event recognition

## BRONZE - \$7,500

### Package Includes:

- One (1) 10x20 sponsor booth
- Logo on flyers
- Banner signage on lower section of cultural stage (banner to be provided by sponsor)
- Two (2) passes to VIP tent and two (2) parking passes
- Post-event recognition

## CORPORATE - \$2,500

### Package Includes:

- One (1) 10x10 sponsor booth (Includes one table and two chairs)

### Sponsorship Deadline

Agreement – March 27, 2020

Artwork – April 9, 2020





# Sponsor Our 30<sup>th</sup> Anniversary



## HEADLINER SPONSOR - \$10,000 (per talent)

### Package Includes:

- Official sponsor of main talent
- Recognition as sponsor of the main talent on all promotional and marketing materials
- Logo on printed materials
- Logo on BYNC's social media
- Picture and frame with headliner on the main stage
- Four (4) passes to VIP tent and four (4) parking passes
- Stage time and recognition on main stage
- Banner on main stage (banners to be provided by sponsor)

⇒ *This exclusive package will be reserved to the first sponsor who submits sign contract along with 50% payment*



# Contact Information

872-281-7832

Fabiola Flores – [Fabiola.flores@bync.org](mailto:Fabiola.flores@bync.org)

Gisela Nevarez – [gnevarez@bync.org](mailto:gnevarez@bync.org)

## Join Our Community!

The BYNC's large network is composed of a diverse group of youth, seniors, elected officials, community leaders, and business owners who are dedicated to improving the Back of the Yards and the lives of its many stakeholders.

We encourage all of our supporters and friends to become engaged in our proud community; you can do this by volunteering at our events, attending BYNC-sponsored meetings and joining the ongoing dialogue about how to improve the Back of the Yards. You can also help by providing advice and referrals, by donating products or services, or by sponsoring our events.

Please visit us at [www.bync.org](http://www.bync.org) to sign up for our mailing list, find out about upcoming events, or donate to the BYNC, a 501 (c)(3) non-profit.

Follow Us!

