



## FIESTA CELEBRATION 2019

Mercado Global's Annual *¡Fiesta! Celebration* is the organization's premier Silicon Valley fundraising event. It brings together business leaders, philanthropists, and strategic partners to support Mercado Global's work fighting poverty and empowering women in rural Latin America.



This year, guests will join us the week of *Cinco de Mayo* for a night of curated Latin-themed chef's tables and cocktails. Guests will enjoy an evening of inspiration and action that celebrates Mercado Global's mission to strengthen communities of women, weaving savings and loan support, education, and market access into a program that fosters financial independence to overcome poverty in rural Latin America.

130 Summerhill Lane  
Woodside, CA  
May 3<sup>rd</sup>, 2019

6:30 – 8:30 p m – Chef's Tables, Cocktails, Silent Auction & Live Latin Music  
7:30-7:45 Program



## ABOUT MERCADO GLOBAL

Mercado is a non-profit with a mission to transform the lives of women. We create beautiful and thoughtfully designed fashion accessories that not only have the ability to transform an outfit, they can empower an entire community of indigenous women. Through our not-for-profit model, we strengthen communities of women, weaving savings and loan support, education, and market access into a program focused on financial independence to overcome poverty.

### OUR IMPACT

Mercado Global partner artisans are:

- 3 X** more likely to have their children enrolled in school
- 2 X** more likely to have the food their families need
- 3 X** more likely to have their own bank account

### OUR MODEL



EDUCATION



MARKET ACCESS



SAVINGS AND  
LOAN SUPPORT

Since our founding in 2004, Mercado has brought 540 women into our model, affected 3,780 dependents, and provided 777,000 hours of work to women.





## SPONSORSHIP INFORMATION

As a Mercado Global Celebration sponsor, you will spearhead Mercado Global's 2019-2020 programs in Guatemala to provide economic opportunity and support emergence from poverty for rural indigenous women and their families. Your brand will be visible to all guests of the event, as well as on all promotional materials and digital communications, as outlined below.

### Benefits

- 3 General Admission tickets to Mercado Global's ¡Fiesta! 2019 Celebration on 5/3/19
- Name/Logo on event invite as well as posted on all promotional materials, including day of event printed materials and signage
- Name/Logo and link on all digital communications related to event, including Event website
- Recognition at event from the Podium/Stage
- Mention in all PR communications surrounding the Event
- Recognition on day-of event signage and collateral, including printed program\*\*

Mercado Global Provides	Sponsor Provides
One table with tablecloth	1-2 Staff Members to serve signature dishes
2 Chairs	Food Donation; one dish (enough for all 250 guests)
Cutlery for guests	Any additional promotional material for station

\*Sponsors must be confirmed by 1/31/19 for inclusion in the Event invitation.


\*\*Logo size and placement based on sponsorship level.

\*\*\* Benefits for special Sponsorships can be discussed.



## SPONSORSHIP FORM

Please complete this form and return to:

 <b>MERCADO GLOBAL</b>	Attn: Ashley Myles Email: <a href="mailto:ashley@mercadoglobal.org">ashley@mercadoglobal.org</a> Phone: 202.470.5939 Address: Mercado Global 254 36th Street, Suite C-308, Unit 41 Brooklyn, NY 11232
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### Sponsorship

Our company/organization will support the Mercado Global ¡Fiesta! 2019 Celebration:

Food Donation (approx. value of \$ \_\_\_\_\_ )

Other, please specify \_\_\_\_\_

### Contact Information

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

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

Product Description: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Logo

Please send your vector logo and any promotional photos or written content you would like considered for inclusion in our digital marketing materials to [ashley@mercadoglobal.org](mailto:ashley@mercadoglobal.org).





## PAST EVENT HIGHLIGHTS

Last year's *¡Fiesta! Celebration* provided an opportunity for guests to interact with our Guatemalan staff, enjoy the food and cocktails provided by our generous sponsors Camino Brewing Company and Cielito Lindo Mexican Restaurant, and take part in the exciting awards ceremony.



Our model for social change has been recognized by the United Nations, the Clinton Global Initiative, the World Bank, NPR and NewsWeek, among others.

Learn more at [www.mercadoglobal.org](http://www.mercadoglobal.org).