



¡FIESTA!

To support the women artisans
of Mercado Global

MAY 5, 2017 6:30PM
KOHLBERG RESIDENCE
63 LOS TRANCOS ROAD
PORTOLA VALLEY, CA

Mercado Global empowers rural Mayan women to break the cycle of poverty.

The annual ¡Fiesta! is our premier Bay Area fundraising event that brings together philanthropists and leaders from the technology, business, and finance sectors to support Mercado Global's innovative poverty alleviation model.

Guests will enjoy an evening of inspiration and action set against an outdoor party with light fare, open bar, silent auction, live music, and a special guest speaker.



SPONSORED BY
PIMCO



¡FIESTA! TO SUPPORT THE WOMEN ENTREPRENEURS OF MERCADO GLOBAL 2016

On May 6th, 2016, close to 200 guests arrived at the Kohlberg Residence for a night of empowerment and community.

We were honored to feature Guatemala Programs Director, Delia Mendoza, as she spoke on behalf of partner artisans and indigenous women in Guatemala.

Surrounded by our incredible group of supporters alongside staff, we were humbled not only by the generosity of existing supporters and partners but excited for the possibilities our new partnerships brought in our mission to empower women entrepreneurs.



ABOUT MERCADO GLOBAL

Mercado Global is a nonprofit social enterprise that empowers rural indigenous women to break the cycle of poverty in Guatemala. By providing business education and sales opportunities with major international retailers, Mercado Global helps women to earn a sustainable income and send their children to school, often for the first time.

This multi-pronged approach connects Guatemalan artisans to international sales opportunities and community-based educational trainings, providing the knowledge needed to fully leverage newly earned income and break the cycle of local poverty. Increased income and skills allow women to make self-identified investments in areas such as family savings, children's education, and health expenditures.

Women who have never gone to formal school and lack basic literacy and business skills, are now able to earn up to three times the average daily Guatemalan wage by creating market-ready products for top international retailers such as Anthropologie, Comptoir des Cotonniers, Garnet Hill, goop, Holt Renfrew, Isetan Japan, J. Crew, Pamela Love, and United Arrows. Its groundbreaking model has been recognized by Newsweek, National Public Radio, Good Morning America, and the World Bank; its leadership has spoken before the United Nations, PIMCO Foundation, and the Clinton Global Initiative.

¡FIESTA! TO SUPPORT THE WOMEN ENTREPRENEURS OF MERCADO GLOBAL 2017 SPONSORSHIP OPPORTUNITIES

Mercado Global's sponsorship opportunities are designed to help you meet your marketing objectives and corporate responsibility goals. Each package includes customization support from our sponsorship staff.

All sponsorship levels include:

- Company logo in all printed and online promotional and event materials
- Hyperlinked company logo on event website and corporate partnership page
- Partnership recognition during event speaking program from the podium
- Customized marketing benefits

SOCIAL INNOVATOR SPONSOR

STARTING AT \$10,000

- Ten invitations to general event
- Half page ad in event program and online communication tools
- Customized brown bag educational opportunity or sample sale at your company's office
- Complimentary Mercado Global Spring/Summer '17 product for each company attendee

EDUCATE TO EMPOWER SUPPORTER

STARTING AT \$5,000

- Five invitations to general event
- Half page ad in event program and online communication tools
- Customized brown bag educational opportunity or sample sale at your company's office product for each company attendee

FRIEND OF FIESTA

STARTING AT \$2,500

- Five invitations to general event
- Half page ad in event program and online communication tools

LOCAL LEADER

STARTING AT \$1,000

- Two invitations to general event
- Quarter page ad in event program and online communication tools

* For more information about event and marketing opportunities, please contact Sara Pressman at sara@mercadoglobal.org.

MERCADO GLOBAL IN THE PRESS

Mercado Global's ethical, chic, and unique designs have gained features in top international press including, Condé Nast Traveler, Elle Belgium, Harper's Bazaar, Marie Claire, The New York Times, Oprah Magazine, People Magazine, Vogue Italy, and Women's Wear Daily.

E L L E

InStyle

CONDÉ NAST

Traveler

marie claire

VOGUE
ITALIA

FINANCIAL
TIMES

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