



## 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.

	Empowering Enterprise Sponsor \$15,000	Social Innovator Sponsor \$10,000	Educate to Empower \$5,000	Supporting Sponsor \$3,500
Attendance at Fiesta Celebration	1 table of 10 + 5 tickets	1 table of 10	1 table of 10	½ table for 5
Attendance at private VIP reception	✓	✓	✓	✓
Recognition as "Headline Sponsor" in all event advertising, as well as thank you letters	✓			
Complimentary Spring '18 product for each attendee	✓			
Link to company website on all digital communications related to event	✓			
Mention in all PR communications surrounding the Event	✓	✓		
Recognition at event from the Podium/Stage	✓	✓		
Pre-order access for Mercado's latest collections & 20% discount on all products	✓	✓	✓	
Access to an exclusive VIP trip to Guatemala with press and Mercado leadership	3 VIP invitations	2 VIP invitations	1 VIP invitation	
Invitation to our annual Friends of Mercado thank you dinner	3 invitations	2 invitations	1 invitations	
Recognition on day-of event signage and collateral, including printed program**	✓	✓	✓	✓
Prominent placement of sponsor name on table sign	✓	✓	✓	✓
Logo on Event invite & Name/Logo and link posted on Event website	✓	✓	✓	✓

\*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: ashley@mercadoglobal.org 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:

- |   |  |
|---|--|
| <input type="checkbox"/> Empowering Enterprise Sponsor \$15,000 | <input type="checkbox"/> We are interested in underwriting or sponsoring an element of the event such as food, alcohol or marketing materials. |
| <input type="checkbox"/> Social Innovator Sponsor \$10,000      |  |
| <input type="checkbox"/> Educate to Empower Sponsor \$5,000     |  |
| <input type="checkbox"/> Supporting Sponsor \$3,500             |  |

Ticket Sponsorship Donation # tkts @ \$125 ea (for design students & non-profit partners to attend)

We are unable to participate. Please accept this donation of \$ \_\_\_\_\_

Please contact us if you are interested in underwriting cost of event.

### Contact Information

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

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

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

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

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

### Payment

Check enclosed  Please send an invoice

I will recommend a donation through my foundation or

Donor-Advised fund: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_  Visa  MC  AmEx

Billing Zip: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

My company can or may be able to provide a matched donation for this gift.



## MERCADO GLOBAL PRESS & CLIENTS

Every piece is hand-woven by indigenous women artisans in the highlands of Guatemala and carried by major international retailers including Nordstrom, Levi Strauss, Anthropologie and Reformation.

Some of the publications that have featured the work of Mercado Global include:

THE  
HUFFINGTON  
POST

The  
New York  
Times

FINANCIAL  
TIMES

VOGUE  
ITALIA

E L L E

BAZAAR  
Harper's

marie  
claire

InStyle

O  
THE OPRAH  
MAGAZINE

CONDÉ NAST  
Traveler

People

WWD

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).





## 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.



See more pictures of our past events on our [Facebook page](#).