



Together, over the past year we accomplished more than we could have imagined. You helped make it our most successful year yet, bringing nearly 250,000 hours of work to the Indigenous women in our programs, and donating 130,000 masks to communities in need.

Now let's raise a glass and recognize each of you that made this possible - our partner artisans, supporters, customers, retail partners, volunteers - our community. Join attendees from around the world at our annual *¡Fiesta!* to be inspired and celebrate virtually with an evening of live music, special guests, and an after-party you won't want to miss!

## MAIN EVENT

*Tuesday, June 15<sup>th</sup> 2021*

8pm EST – VIP toast and musical guest

8:30pm EST – Go behind the scenes with our team and partner artisans in Guatemala, and celebrate everyone who has made this campaign possible

9:15pm EST – After-party hosted by the Event Host Committee

# THE IMPACT OF YOUR SUPPORT

Your support of *¡Fiesta!* will raise critical funding and awareness of the challenges Indigenous communities face in rural Guatemala. **This event directly supports the women who are at the heart of all we do**, along with thousands of their family members.

Thanks to the critical funding raised through *¡Fiesta!*, we can offer the tools, training, and support, so that Indigenous women in rural Guatemala can become Mercado Global artisans. As one of the only sources of revenue in their communities right now, we provide them and their families with steady income, along with emergency supports like food and masks, to help keep them safe and healthy.

Supporting a nonprofit focused on women's empowerment and ethical fashion demonstrates a commitment to worker's rights around the world, at a time where critical social issues are at a **tipping point**. Partnering with donors, retailers, and artisans, we are reshaping the world to be more ethical, sustainable, and just – for all of us.



*Our model combines community-based education, savings and loan support, and income through access to the global market.*

*We are working to expand our programs to Indigenous communities throughout Latin America, increasing our reach from 750 women to more than 1,000.*

*Your support of ¡Fiesta! will help make this possible.*

# PAST EVENT HIGHLIGHTS

Since our first virtual event – *¡Fiesta! 2020: Giving Back Together* – we have hosted more than a dozen successful events, including our Fashion Forward Gala: Celebrating Our 15<sup>th</sup> Anniversary! Combined, these events have raised nearly \$300,000 that has directly supported our transformative programs.

Virtual event supporters and speakers over the past year have including **Nancy Fahmy** (Managing Director at Bank of America), **Theo Schwabacher** (Executive Director at Morgan Stanley), **Kate Hogan** (Managing Director & Chief Internal Auditor at Blackstone), **Anna Snider** (Managing Director at Bank of America), **Nada Grkinich** (Global Senior Design Director at Levi's), Julie Verdugo (Director of Sustainability at Free People), Jason McBriarty (Director of Communications at Levi's), **Estefania Lacayo and Samantha Tams** (co-founders of the Latin American Fashion Summit), **Monica Ramirez** (activist and Founder of Justice for Migrant Women) **Claudia Martín** (actress and philanthropist), **Vargas-Suarez Universal** (renowned artist), and musical performances by recording artists **Aniello** and **Mauricio Bernal**.

We have co-hosted virtual events with partners including Bank of America, Blackstone, the Fashion Institute of Technology, FYLI, KPMG, the New York Junior League, University of Michigan's Ross School of Business, Stitch Fix, and Yale University.





# PRESS AND RETAIL PARTNERS

In partnership with Mercado Global partner artisans, we design and produce fashion accessories and now – masks – for boutiques and major retailers including Nordstrom, Bloomingdale's, Levi's®, Free People, and Stitch Fix.

From our first feature on the cover of Newsweek sixteen years ago, we've continued receiving major press coverage across the Americas. Since our pivot in March 2020 to producing and donating masks, we've received nearly 20 media placements and generated more than 6M media impressions.



**WWD**

FASHIONUNITED

**InStyle**

THE  
HUFFINGTON  
POST

The  
New York  
Times

FINANCIAL  
TIMES

VOGUE  
ITALIA

E L L E

BAZAAR  
Harper's

marie  
claire

**People**

O  
THE OPRAH  
MAGAZINE

MERCADO GLOBAL

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# LEVELS OF SUPPORT

Each level empowers our partner artisans and their communities, and support our expansion efforts so we can work with more Indigenous women than ever before.

*Benefits may be customized to meet your needs  
and special opportunities are available for in-kind sponsors.*

## ***¡Fiesta!* VIP Ticket - \$250**

- Access to night-of festivities + VIP virtual pre-event celebration
- Mercado Global mask and mask pouch from our latest collection

## ***¡Fiesta!* Advocate - \$1,500**

- Two tickets to night-of festivities + VIP virtual pre-event celebration
- Listed in event program sent to attendees + on event website
- Special invitations to our quarterly VIP events throughout the year
- Two Mercado Global masks and mask pouches from our latest collection

## ***¡Fiesta!* Friend - \$3,000**

- Same as Advocate level, along with an exclusive invitation to a VIP insight trip to Guatemala in 2022

## ***¡Fiesta!* Leader - \$5,000**

- Five tickets to night-of festivities + VIP virtual pre-event celebration
- Listed in event program sent to attendees + on event website
- Special invitations to our quarterly VIP events throughout the year
- Exclusive invitation to VIP insight trip to a VIP insight trip to
- Five Mercado Global masks and mask pouches from our latest collection

## ***¡Fiesta!* Champion - \$10,000**

- Ten tickets to night-of festivities + VIP virtual pre-event celebration
- Listed in event program sent to attendees + on event website with live link
- Special invitations to our quarterly VIP events throughout the year
- Exclusive invitation to VIP insight trip to a VIP insight trip to
- Dedicated social media post and eblast in thanks of your support
- Five Mercado Global masks and mask pouches, and a selection of products from our latest collection (or an additional five Mercado Global masks and pouches)

# PAYMENT FORM

Please complete and return to Director of Development & Communications

Brice Lovell at [brice@mercadoglobal.org](mailto:brice@mercadoglobal.org) or by mail:

Mercado Global

254 36<sup>th</sup> Street, Suite C-308

Brooklyn, NY 11232

*Skip the paperwork and submit online at [www.mercadoglobal.org/pages/fiesta2021](http://www.mercadoglobal.org/pages/fiesta2021)*

- ¡Fiesta! VIP Ticket - \$250
- ¡Fiesta! Advocate - \$1,500
- ¡Fiesta! Friend - \$3,000
- I am unable to attend but would like to celebrate ¡Fiesta! with a donation of \_\_\_\_\_
- ¡Fiesta! Leader - \$5,000
- ¡Fiesta! Champion - \$10,000

Name:

Company/Organization:

Street:

City:

State:

Zip:

Phone:

Email:

- Check enclosed
- Please send an invoice
- I authorize for Mercado Global to charge my credit/debit card
- I will recommend a donation through my foundation or donor-advised fund

Name on Card:

Billing Zip:

Card Number:

Exp.Date:

Security Code:

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

Company Name:

- Make my gift anonymous