



February 23, 2007

Re: Sponsorship Involvement

Dear Current/Future Partner:

We would like to solicit your sponsorship and involvement at our 32nd Annual Viva! Cinco de Mayo & State Menudo Cook-Off celebration which is being held May 4-6, 2007.

Since 1974 Viva! Cinco de Mayo has been hosting the annual three day extravaganza that features the Official State-Wide Menudo Cook-Off, downtown Parade, Miss Cinco de Mayo Pageant, Little Miss Cinco de Mayo Pageant and other cultural events such as folklorico dancing, conjunto music, talent presentations and the latest in Tejano music. Some past entertainers have included Little Joe, Ruben Ramos, Emilio Navaira, Mazz, the late Selena, Michael Salgado and other top Tejano bands.

This annual event has progressively grown every year and is recognized as the best Cinco de Mayo event in Texas. LULAC Council #654 promotes this annual event and proceeds from the celebration are used to award scholarships to local high school students to achieve a higher education.

Enclosed you will find the 2007 VIVA! Cinco de Mayo and State Menudo Cook-Off Sponsorship Agreement which outlines the four sponsorship levels. The return on your investment is immediately apparent by the visibility that you will receive as a participating sponsor. By being a sponsor you will assist and support our efforts to educate our children and help in meeting the needs of our community.

We appreciate your consideration in helping sponsor this event. For more information about our event please visit us on our web at www.vivacincodemayo.org.

If you would like to meet with the Viva! Cinco de Mayo Committee or if you have any questions please contact John Diaz at 512-753-5757.

Respectfully,

Michael A. Guerra, General Chairman
2007 Viva! Cinco de Mayo

“A Celebration of Culture”

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