



*Maru Montero Dance Co.*

Washington DC's Premier Latin American Dance Company

On Sunday, May 4, 2014, the **Maru Montero Dance Company** celebrated the 22nd anniversary of the National Cinco de Mayo Festival®, held in the heart of our national's capital. As the premier Latin dance company in the Washington, DC area, we bring thousands of people together each year from all economic and ethnic backgrounds for a day of free festivities to celebrate our rich Latino heritage with music, dance, fine arts, crafts, and activities for children. The upcoming Festival, free and open to all, will be held on May 4, 2014 from Noon to 6pm on the National Mall.

We hope you will consider sponsoring us because your support will help us continue to have an impact that reaches far beyond dance. The Company – through events such as the National Cinco de Mayo Festival® and its other programs and dance classes – encourages its students to learn about our rich Latin American culture and develop skills, such as discipline and team-building in a socially stimulating environment. Becoming a sponsor gives children an opportunity to think more globally and foster a deep appreciation for other people and cultures.

Together, we can continue to build a broader understanding and support for Latin American culture. Our inspirational Festival reaches thousands of people (15,000 in 2013) and generates extensive media coverage in English and Spanish in some of Washington's leading print, television, and online news outlets. Join us and be recognized as a supporter of education through dance, Latin American culture, and the arts.

And although our Cinco Festival is our most publicized event, it is not the only one. In addition, we are offering three events during Hispanic Heritage Month 2014 and another in November. We host many events throughout the year at local schools and community organizations. We have also been honored on two occasions to perform at the White House for President and Mrs. Obama and their guests.

The Company's goal is the same for all events, large and small—we strive to inspire the community and spread our important message of education through dance, enrichment through culture. Your support will help ensure that we continue to make an impact that reaches far beyond dance. Please consider supporting our programs by joining past sponsors that include McDonald's, Target, the DC Commission on the Arts and Humanities, Freddie Mac Foundation, Univision, and Telemundo.

And remember, "On Cinco de Mayo, everyone's Latino!"

Sincerely,

Maru Montero  
President and Festival Founder

Calvin Smith  
Chair

# Cinco de Mayo Festival

## Corporate Sponsorship Benefits for 2014

### Gold Sponsor: \$20,000

- An opportunity to participate in the festival program (specific participation TBD)
- Prominent recognition by Festival MC
- 10 Invitations to VIP tent
- Logo/mention included in MMDC orchestrated television, print, and radio promotions
- Logo included in print materials (5,000 promotional postcards)
- Logo on the main stage banner
- Logo on Cinco de Mayo t-shirt and Festival sombreros
- Website banner designed for MMDC website

### Silver Sponsor: \$10,000

- 5 Invitations to VIP tent
- Recognition by Festival MC
- Logo included in print materials (5,000 promotional postcards)
- Logo on MMDC website
- Logo on Cinco de Mayo t-shirt and Festival program

### Bronze Sponsor: \$5,000

- Recognition by Festival MC
- Logo included in print materials (5,000 promotional postcards)
- Logo on MMDC website
- Logo on Festival program

### Exhibitors

- Interested in joining us on Saturday, May 4<sup>th</sup> as an exhibitor? We welcome participation from culturally relevant exhibitors to staff a booth, gaining exposure to thousands of festival goers. Please contact us for pricing information.

Previous sponsors of the National Cinco de Mayo Festival® have included:

Target

The Freddie Mac Foundation

McDonalds

The DC Commission for the Arts

Univision and Telemundo

**For more information about becoming a sponsor, please contact:**

[maru@marumontero.com](mailto:maru@marumontero.com) | 202.258.5283

# Hispanic Heritage Month's Latin Dance Nights Corporate Sponsorship Benefits for 2014

**Saturdays, 6:00-9:00 pm: September 13, September 20, & September 27**

## **Platinum Sponsor: \$12,000 for all three Latin Dance Days**

- An opportunity to participate in all three Latin Dance Days (LDD) programs (specific participation TBD)
- Prominent recognition by LDD MC
- 10 Invitations to VIP tent
- Logo/mention included in MMDC orchestrated television, print, and radio promotions
- Logo included in print materials (5,000 promotional postcards)
- Logo on the main stage banner
- Website banner designed for MMDC website

## **Gold Sponsor: \$5,000 per Latin Dance Day**

- 5 Invitations to VIP tent
- Recognition by LDD MC
- Logo included in print materials (5,000 promotional postcards)
- Logo on MMDC website

## **Silver Sponsor: \$2,500 per Latin Dance Day**

- Recognition by LDD MC
- Logo included in print materials (5,000 promotional postcards)
- Logo on MMDC website
- Logo on LDD program

**For more information about becoming a sponsor, please contact:**

[maru@marumontero.com](mailto:maru@marumontero.com) | 202.258.5283

3

Education through dance. Enrichment through culture.

[www.marumontero.com](http://www.marumontero.com)

# Cinco de Mayo in the Nation's Capital

The **Maru Montero Dance Company** will present the 22<sup>nd</sup> National Cinco de Mayo Festival® on Sunday, May 4, 2014 from Noon to 6pm at the Sylvan Theater on the National Mall. Free and open to all, the Festival is a family-oriented celebration designed to educate the audience about Latin American culture through dance, music, food, and fun activities for children.



## Educate

Education through dance, enrichment through culture is the mission of the **Maru Montero Dance Company**. Our Festival embodies this theme as a procession of colorful dancers and musicians swirl around the base of the Washington Monument bringing the arts and a taste of authentic Hispanic culture to people of all economic and ethnic backgrounds.

## Dance

More than 100 performing artists and dancers will inspire the audience with live performances ranging from pre-Hispanic to traditional Mexican and other Latin American folk dances. Festival attendees will also be able to enjoy modern dances such as the cha-cha, salsa, and Latino hip hop.

## Celebrate

Since 1992, our Festival has been celebrating, supporting, and building a broader understanding for Latin American culture and artists in the Washington, DC area and throughout the nation. Join us and help to continue the legacy supported by past sponsors like the Freddie Mac Foundation, Target, McDonalds, the DC Commission on the Arts, Univision, and Telemundo.



# Festival Publicity and Media Coverage



People enjoying the Cinco de Mayo Festival on the National Mall.

Every year, the Festival generates media coverage in English and Spanish newspapers, on local television and radio, and through online outlets. Highlights include:

- Feature stories in the *Washington Post*
- Feature stories in *El Tiempo Latino* and *Washington Hispanic*
- Extensive online and social media presence
- Public Service Announcements on Telemundo
- Interviews with local TV outlets featuring the dance company and the dancers
- Festival flyers distributed throughout the DC Metro Area, including schools, retail outlets, restaurants, community centers, and local government offices



For more information: [maru@marumontero.com](mailto:maru@marumontero.com) | [www.marumontero.com](http://www.marumontero.com) | 202.258.5283

# About the Maru Montero Dance Company

The **Maru Montero Dance Company**, founded by former Ballet Folklórico de México lead dancer Maru Montero in 1992, is a non-profit 501(c)3 corporation dedicated to promoting the joy and beauty of Latin culture in the United States. From humble beginnings in church basements and school gymnasiums, the Company has grown into the premier Latin dance company in the Washington, DC area. Although its roots are in Mexican folk dance, the company also performs modern Latin dance, including mambo, cha cha, and salsa as well as dances from many other Latin American and the Caribbean countries.

The Company – through events such as the National Cinco de Mayo Festival® and its dance classes and programs – encourages its students to learn about Latin culture while developing skills such as discipline and team-building in a socially stimulating environment. The Company offers a wide selection of programs to promote cultural education including performances, school workshops, and after school programs. The Company has been featured at prestigious venues including the Kennedy Center, the White House, and the Smithsonian Institute.

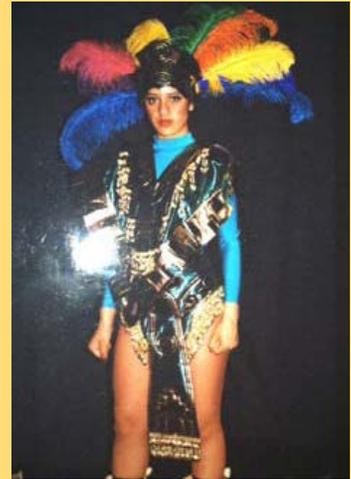
---

## In Her Own Words – Mia Angel Guzmán

I saw the **Maru Montero Dance Company** perform for the first time in 1999. My parents, both being Mexican, were always looking for ways to teach me about the importance and beauty of Mexican culture. Upon seeing all the lively numbers and beautiful dresses, I was hooked. I begged my mother to enroll me in their classes.

Walking into my first class, I was pleasantly surprised to see such a wonderful mix of cultures. My classmates were from all over the world, and having grown up in suburban Virginia, I had always been the poster child for diversity, so I was thrilled to be in such a culturally rich setting.

Class became the highlight of my week. I loved seeing my new friends and being in the exciting and nurturing environment Maru created. She led by example, teaching us hard work and diligence because only the best would be invited to perform at the most prestigious events. One event was to celebrate Cinco de Mayo at The Kennedy Center. I will never forget the hard work and determination I felt to earn a spot in that performance. The reward was well worth the long hours, the sweat, and the pain.



Sadly, that was one of my final performances with the Company. My parents decided that since I had grown up in the United States, I should go back to Mexico to experience more of my heritage. While no longer in the classroom with Maru, I took the lessons I learned from my time at the Company and applied them to my everyday life, which I continue to do today. I am now the Communications Manager for the **Maru Montero Dance Company**. By giving back, my goal is to help younger generations in the DC metro area benefit from learning about cultural acceptance and sensitivity, discipline, team work just as

I did at a company whose reach go far beyond dance.