



# 2020 Fiesta Especial® Celebration Day Program Fact Sheet

**WHAT:** One of San Antonio's few official Fiesta® events specifically targeting individuals with disabilities, Fiesta Especial® Celebration Day brings an educational component, opportunity for inclusion, and increased diversity and awareness into the fun of Fiesta® through a community-based instruction (CBI) experience. Fiesta Especial® programs work to break down barriers to inclusion for children and adults with disabilities when participating in community celebrations. This program impacts the lives and spirits of over 2,950 children and adults with disabilities along with the 2,383 teachers, providers, family members and volunteers in their support networks.

Community-Based Instruction (CBI) is a critical component of the education program for special education students, primarily because as adults, the community is where they will need to use the skills they acquire during their school years. The expectation is that these students will live, work, shop, and play in integrated environments in the community, and that they will participate, either independently or with accommodations and supports, in typical activities across a variety of settings.

**DATE/TIME:** Tuesday, April 21<sup>st</sup>, 2020 | 10:00am – 3:00pm

**LOCATION:** Alamo Dome, Parking Lot C | 100 Montana | San Antonio, Texas

**AUDIENCE:** Fiesta Especial® attracts over 2,300 special education students with 1400 educators, parents and chaperones along with 588 adults with various disabilities along with over 530 of their program staff, attendees and family members. Fiesta Especial® utilizes 200 community volunteers who work to make the program a success. Over 19 school districts participate in addition to 20 adult service providers and 102 families that registered independent of a school or program.

**MEDIA EXPOSURE:** The Fiesta Especial® program works with KABB, The San Antonio Express News, Texas Public Radio, Tha1Radio and other media outlets for coverage. Coverage is not guaranteed. Fiesta Especial® Celebration Day is promoted to all schools with special education programs and disability service organizations across the San Antonio area. Sponsors receive exposure through the distribution of 3,000 copies of the coloring book sent home with all attendees, the Fiesta Especial® website and social media outlets, promotional cards, and event signage in accordance with sponsorship level benefits.

**SPONSORSHIP OPPORTUNITIES:** Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Melanie Cawthon at disABILITYsa.

**ABOUT disABILITYsa:** The mission of disABILITYsa is to educate, advance, and engage individuals with disabilities by sharing information, creating opportunities, and strengthening organizations that serve them. disABILITYsa connects people with all types of disabilities and their families to information about local resources, programs and opportunities that promote independence and inclusion where they live, work and play.

**CONTACT:**

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