



# Fiesta Especial 2012

April 20<sup>th</sup> and 21<sup>st</sup> from 10:00 a.m. to 10:00 p.m.

Rackspace Parking Lot

5000 Walzem Rd., San Antonio, Texas

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

## Background and Purpose

Fiesta Especial is an official Fiesta event created for individuals with physical, cognitive and developmental differences and the family and friends who love them. Students at River City Christian School (RCCS) began Fiesta Especial in 2003 and turned it into an official Fiesta event in 2006. Attendees of all abilities will enjoy virtual/simulated rides, music, dancing, food, games, crafts and much more at this alcohol & tobacco-free event.

## Sponsorship Opportunities

**Royal Sponsor - \$10,000 | Ruby Sponsor - \$5,000 | Emerald Sponsor - \$2,500 | Sapphire Sponsor - \$1,000**

Sponsorship benefits include a combination of the following based on giving level: Recognition on event websites, signage and promotional materials, recognition in the parade, booth space at the event and complimentary "general admission" passes to the event. There are limited opportunities for recognition of a virtual or simulated game/ride available at the \$2,500 level.

## Special Underwriting Opportunities and In-Kind Needs

### Logistics

\$5,000	Tenting (Seating)
\$5,000	Tenting (Gaming)
\$5,000	Tenting (Food)
\$2,500	Lighting
\$2,000	63 Tables & 500 Chairs

### Entertainment

\$2,500	Headliner (Saturday Night)
\$2,500	Headliner (Friday Night)

### In-Kind Donation Needs

Signage/Printing
Wireless Credit Card Processing Services
Ticket Cages
Overhead Lighting
Tenting
Ice
Water Truck
Cover Bands/Entertainment

### Civic / Charitable Intent

Fiesta Especial is an event created for individuals with Special Needs in our community. Between 10am and 2pm on both days, special education school groups, group homes, day programs and senior care centers come to the event and ride/play 5 games for just \$5.00. The value of this opportunity is \$20. We need help to underwrite the cost of 3,000 children and adults with special needs who will attend the 2012 event created especially for them.

**\$500 – Underwrites 33 children/adults**

**\$1,000 – Underwrites 66 children/adults**

**\$2,500 – Underwrites 166 children/adults**

**\$5,000 – Underwrites 333 children/adults**

### Fiesta Especial Parade

With the move to Rackspace, Fiesta Especial will add an official parade within the City of Windcrest that will feature our mascot (Pedro the Piñata), the Fiesta Especial Royal Court, representatives from organizations serving people with disabilities and representatives and royalty from other official events. We're in need of the use of Luxury/Vintage Automobiles, marching bands, mobile entertainment groups, etc. for the parade to be held Sat.

**\*\*\*\*For profit businesses may participate in the parade for a fee of \$750.\*\*\*\***

## Volunteer Opportunities

A variety of volunteer opportunities are available for groups and individuals on Thursday, from 2pm – 9pm; Friday from 8am – 11pm; and Saturday from 8am – 12am. Volunteers will help monitor the entrance, keep grounds picked up, man game/ride booths, help with transitions in Entertainment area, set-up, clean-up and more.

## Vending Opportunities

Business may participate in Fiesta Especial as a Food/Beverage Vendor or pair up with a nonprofit organization to be a Game/Activity Vendor for Fiesta Especial. Information only booths available for \$100. [FiestaEspecial.com](http://FiestaEspecial.com)

**Donations can be made out to Reaching Maximum Independence, Inc. and delivered or mailed to the address below:  
Fiesta Especial | 6336 Montgomery Drive | San Antonio, Texas 78239 | (210) 656-6674 | [Melanie@rmihomes.org](mailto:Melanie@rmihomes.org) | [www.fiestaespecial.com](http://www.fiestaespecial.com)**