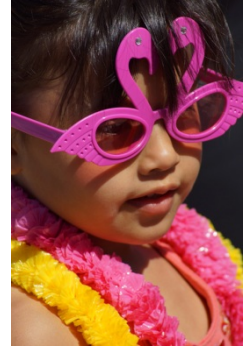




To Whom It May Concern;

If you're at a Fiesta[®] event this year and see the planner stopped dead in her tracks, listening intently to a **5 year old child sharing the details of her day** and displaying the fish she just won... you know you're at Fiesta Especial[®].



2013 Event Chairs

- Pamela Kelly
PMO President
RMI
- Melanie Cawthon
PMO Commissioner
RMI
- Rick Jacques
Walzem Family YMCA
- Susan Galindo
u|ability

Event Committee Members

- RMI Staff
- Ariana Bocanegra
Fiesta Especial[®] Intern
- Kelly Darby
Community Volunteer
- Judie Gustafson
Acemart, RMI Board
- Rebecca Fischer
Community Volunteer
- Cynthia Hamilton
San Antonio Area Foundation
P|fashion|thropic
- Stephanie West
Community Volunteer
- Rosa Zendejas
Walzem Family YMCA

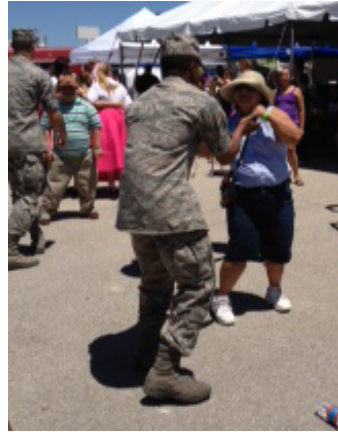
Media Sponsors

- KABB | Fox 29
- VIA Metropolitan Transit

A Special Thanks to our Hosts for 2013

- The City of Windcrest
- New Creations Fellowship

c/o RMI
6336 Montgomery Drive
San Antonio, Texas 78239
210-656-6674 | rmihomes.org
www.FiestaEspecial.com



If you're at an event and see a **U.S. Airman break out into a dance off with a complete stranger** who just started dancing away...you'll know you're at Fiesta Especial[®].

If you're out and about and you witness children and adults with disabilities leading a parade, participating in a Royal visit or **displaying the abilities of individuals with special needs to achieve**

dreams...you'll probably be interacting with the Fiesta Especial[®] Royal Court.



We don't want you to just find yourself at Fiesta Especial[®] this year, but to show up with great intention! **Please consider participating in Fiesta Especial[®] as a sponsor.** Your donation will help make it **possible for over 2,500 local school children in special education programs to attend** Fiesta Especial[®]. School districts view Fiesta Especial[®] as an educational opportunity, offering activities that impact motor skill development in a fun way, being particularly supportive of students with developmental or orthopedic disabilities. And, to top it off, the outdoor setting reinforces the learning experience, providing a change in venue and fun atmosphere to the school day.

We've enclosed a sponsorship form* describing the opportunities for Fiesta Especial[®] 2013, to be held Friday and Saturday, April 19th – 20th. Please review the enclosed event overview outlining all the wonderful opportunities we provide to individuals with disabilities to be included in San Antonio's celebration of heritage and community.

However you choose to participate, we can guarantee you'll be making an impact in the lives of children and adults with disabilities in San Antonio and surrounding areas.

Sincerely,

Melanie Cawthon
Melanie Cawthon

Director of Marketing & Resource Dev., RMI | melanie@rmihomes.org | (210) 656-6674



Walzem Family YMCA



u|ability

*Some participation levels require additional paperwork.



Fiesta Especial 2013

April 19th and 20th 10:00 a.m. to 4:00 p.m.

In the New Creations Fellowship Parking Lot – I-35 at Windcrest

Background

Fiesta Especial[®] is an official Fiesta[®] San Antonio event created for children and adults with physical, cognitive and developmental differences and the family, friends and community who love them.

Proceeds from this event support charitable, non-profit programs that improve the lives of children and adults with disabilities in our local community throughout the year.

Students at River City Christian School (RCCS) began Fiesta Especial[®] in 2003 and it became an official Fiesta[®] event in 2006, joining over 99 other events during San Antonio's annual 2-week celebration. Fiesta Especial[®] 2013 is brought to you by Reaching Maximum Independence, Inc. (RMI) in partnership with disABILITYsa.org, u|ability and the Walzem Family YMCA. Proceeds from the event will provide education, residential services, day program and recreational activities for children and adults with special needs. Fiesta Especial[®] is scheduled to be held Friday & Saturday, April 19th & 20th from 10am – 4pm in the parking lot of New Creations Fellowship at 8700 Fourwinds Drive in the beautiful city of Windcrest.

Event Details

Join the special-needs community for a family-friendly Fiesta[®] experience for people of all ages and abilities. Enjoy carnival rides, music, dancing, food, games, crafts and much, much more at this alcohol & tobacco-free event. Local businesses and organizations serving children and adults with special needs will have booths with information and answers to questions about their programs and products.

Celebration Outreach takes place from 10 a.m. to 4 p.m. on Friday, April 19th. Local school groups special education departments across San Antonio and surrounding areas will attend at no charge. Local group homes, day programs, children's homes and senior living centers are invited to come out and receive 5 ride tickets with purchase of general admission. We are seeking underwriting to allow over 3,000 students in special education programs to attend for free. For more information on our special offers, call 210-656-6674 x 101 or email melanie@rmihomes.org.

There will be a shoebox parade at 10am during the Friday, April 19th Celebration Outreach event where guests are invited to decorate shoebox floats, wagons, wheelchairs or walkers for the parade.

General Admission is \$5.00 per person. Special vouchers are valid on Friday, April 19th only. All food, game and ride tickets are sold separately. For more information, visit www.FiestaEspecial.com.

Fiesta Especial Royal Court

For 2013, Fiesta Especial[®] is pleased to offer the Royal Court for the 2nd year in a row, consisting of a King and Queen, a Prince and Princess, Dukes and Duchesses and Pages. The members of the Fiesta Especial[®] Royal Court are selected through a fundraising contest that gives organizations serving people with disabilities a chance to raise money and awareness for their mission or a nonprofit partner.

Contest runs July through Mid-January. The coronation for the Fiesta Especial[®] Royal Court is held at the Hand in Hand Runway Benefit in February at Morgan's Wonderland. Tickets to this event are sold separately and benefit Morgan's Wonderland and Monarch Academy.

Fiesta Especial Promenade & Parade

On Saturday, April 20th, Fiesta Especial[®] hosts a 2.5 Mile Fun Run/Walk and Parade within the City of Windcrest featuring the Fiesta Especial[®] Royal Court, organizations serving people with disabilities and representatives and dignitaries from other official Fiesta[®] events. \$10 Registration fee for the 2.5 Mile Fun Run/Walk includes complimentary admission to Fiesta Especial[®].



2013 Fiesta Especial® Sponsorship & Participation Opportunities

Friday & Saturday, April 19th & 20th, 2013

FIESTA ESPECIAL® EVENT SPONSORSHIP - UNDERWRITING FOR SPECIAL EDUCATION STUDENT ADMISSION

ROYAL SPONSOR \$10,000

Sponsors 660 special education children

- Premiere color logo recognition in all publications
- Parade recognition
- Premiere Booth space & 100 Tickets*

RUBY SPONSOR \$5,000

Sponsors 330 special education children

- Logo recognition website, signage, etc.
- Premiere booth space
- 50 Event Tickets*

SAPPHIRE SPONSOR \$1,000

Sponsors 66 special education children

- Name recognition website, signage, etc.
- Booth space
- 10 Event Tickets*

STUDENT TICKET UNDERWRITER

_____ Children x \$15.00 = \$ _____

Recognition on website only. Underwriters are eligible to deduct 100% of the total amount. No goods/services will be received in exchange.

INFORMATION/COMMERCIAL BOOTH

- \$150 For-profit Info Only
- \$25 Nonprofit Org Info Only
- \$150/day Commerce****

Must supply own canopy. \$10 Table/Chair rental.

IN-KIND CONTRIBUTOR

- Game Prizes** (see below)
- Food
- Beverages
- Entertainment
- Supplies
- Advertising
- Rentals
-

* Complimentary event tickets to Fiesta Especial® are for admission only (\$5 value). Tickets sold separately for rides, beverages, food, activities and games. Booth space is valued at \$100 for businesses. ****Additional paperwork for this level of participation is required.

FIESTA ESPECIAL® RIDES & GAMES

EMERALD SPONSOR \$2,500

Underwrites the costs of one special carnival ride

- Name recognition website, signage, etc.
- Logo recognition at 1 event ride (limited)
- Booth space & 25 Event Tickets*

ESPECIAL GAME SPONSOR

\$300 + 2,000 Prize Items**

- Color Logo at one game booth (11x17)
- Logo recognition on website w/ link
- Company literature at game booth
- Volunteer Opportunity for booth***

PREMIER GAME SPONSOR

\$300 Donation

- B&W Logo at one game booth (8.5x11)
- Name recognition on website
- Company literature at game booth
- Volunteer Opportunity for booth***

GAME SPONSOR - \$100 Donation (Name at one game booth (8.5x11), name recognition on website, and Volunteer Opportunity for booth***)

GAME PRIZE SPONSOR - 2,000 Prize Items** (Name recognition on website)

The prize items supplied by your company may exhibit your company logo. * You may provide volunteers to man your game booth from 9:30am - 4:30pm Fri and/or Sat.

FIESTA ESPECIAL® PROMENADE & PARADE - SATURDAY, APRIL 20TH @ 9:00AM

Parade Float or Promotional Vehicle Participation is available for both non-profit and for-profit organizations.

- \$Free NON-PROFIT Organizations serving children or adults with disabilities****
- \$25 All other Non-profit & Civic organizations****
- \$750 All For-Profit businesses, organizations, individuals, candidates, etc.****



****Additional paperwork for this level of participation is required. Additional forms will be sent via email or can be found online at FiestaEspecial.com.

DONOR/PARTICIPANT INFORMATION:

Any organization registering as a non-profit must submit a determination letter with their form.

In-Kind Product or Service description: _____ Value: \$ _____

Please email _____ for an electronic version of our company logo.

We will provide 3 volunteers to man a game booth from 9:30am-4:30pm. **Check One:** Fri (4/19) Only Sat (4/20) Only Fri & Sat

Company/Organization	Address	City	State	Zip
URL	Facebook	Twitter		
Contact Name & Title	Phone #	Email		

Credit Card (please call for info) Check Enclosed Please forward invoice **Please make checks payable to: RMI, 6336 Montgomery, San Antonio, TX 78239**

Promotional & Media Partners



Fiesta Especial® is an official Fiesta® San Antonio Event created for people with special needs and their families. This event is made possible by Reaching Maximum Independence, Inc., in partnership with Walzem Family YMCA, u|ability, and disABILITYsa.org. Proceeds from Fiesta Especial® fund education, recreational activities, day programs and residential services that improve the lives of children and adults with special needs.

Questions? Visit www.FiestaEspecial.com or contact Melanie Cawthon at (210) 656-6674 x 101 or Melanie@rmihomes.org