

January 30, 2017

Matt Rodriguez
City Manager
City of San Pablo
#1 Alvarado Square
San Pablo, California 94806



Dear Mr. Rodriguez,



The 2017 "Cinco de Mayo /Peace & Unity" Parade Committee in collaboration with the Cities of San Pablo and Richmond are joining with community volunteers to sponsor the **12th Annual Cinco de Mayo: Paz y Unidad / Peace & Unity Parade and St.Paul's Festival**. We are very appreciative of your ongoing support and sponsorship. The committee is again seeking your sponsorship in celebrating this event. Our fiscal agent and Partner is the **Manzanillo-San Pablo Sister City, Inc.** a non-profit, multicultural committee working with Manzanillo, Mexico in developing friendships and opportunities among residents and youth.

As you may be aware, the holiday of "Cinco de Mayo", the Fifth of May, commemorates the victory of a poorly armed Mexican army over the well prepared French army at the Battle of Puebla in 1862. It is celebrated in the United States as a day to recognize the significant contributions that our Latino culture and traditions have brought to this land. We honor our collective diversity and invite everyone to share in the spirit of peace and unity.

The Cinco de Mayo Parade has grown and become more successful with each and every year and this year we celebrate the 12th Parade Anniversary of Peace and Unity!! Corporate banners, marchers, parade floats, mariachi and other bands, dancers, horses and children's schools and clubs all enjoy the benefits of our local companies' sponsorships. We hope we can plan on your support again this year.

MAJOR SPONSOR-\$1,000 OR MORE

- Company Banner will be displayed in parade
- Company logo on press materials
- Company Sponsorship announced throughout the event
- Company will be given one entry in Parade

SPONSOR-\$500 OR MORE

- Company will be given one entry in Parade

Only Major Sponsors are allowed Business Name recognition on entertainment floats!

We will be contacting you to answer questions and discuss sponsorships opportunities. **Please make your check payable to: Cinco De Mayo Committee, and mail it to: Cinco de Mayo Committee, #1 Alvarado Square Bldg. 1, San Pablo CA 94806.** We thank you for your ongoing support!

Sincerely,

Jackie Porter
Committee Co-Chair
Community Volunteer

John Marquez
Committee Co-Chair
Contra Costa College District
Board of Trustees