



September 23rd, 2011

Dear Community Leader,

Year after year the North Florida Hispanic Association's Festival draws crowds of more than 3,000 to celebrate the Hispanic/Latino culture during the Hispanic Heritage Month. The festival is a fun-filled day of Latin cuisines, culture, art and crafts. Proceeds benefit graduating Hispanic/Latino students in the surrounding six counties with scholarships.

This year the North Florida Hispanic Association (NFHA) with the support and cooperation of the Tallahassee Hispanic and Latino Professionals and Entrepreneurs (THLPE) to celebrate the 19th annual festival on **October 15th & 16th at St. Louis Church at the intersection of Fred George and Old Bainbridge Road.**

Every year we have exceeded our expectations, and with your help, we will surpass those expectations once again. For the first time ever, we have divided the festival into two days. As our biggest fundraiser, we would like to present you the opportunity to join our festivities as an event sponsor. You and your business will both benefit from the exposure and recognition of this event. Moreover, you will be able to join us back in the rave reviews that have followed.

As previously mentioned, proceeds go into funding scholarships for Hispanic/Latino students in the surrounding counties. NFHA is a non-profit organization that promotes the spirit and culture of the Hispanic community by establishing activities that unite, inform and assist members of the Hispanic community or anyone interested in the Hispanic culture. Your sponsorship will contribute to the scholarship fund we extend to our Hispanic/Latino graduating seniors in May.

Please consider being a sponsor and joining us for the fun-filled weekend of events. We look forward to working with you as the festivities approach us.

Sincerely,

North Florida Hispanic Association