

August 11, 2009



Dear Excellent ESOL Programs,

I'd like to invite you to enjoy a day of **ESOL educator camaraderie, fun and true Hispanic outreach** as a participant in this year's **Fiesta** in Linn Park.

The 7th annual **Fiesta**, Birmingham's premiere celebration of Hispanic culture and heritage, will be held on Saturday, October 17, 2009 from noon until 8:00 pm. The mission of **Fiesta** is to organize and manage a yearly festival that celebrates and educates the public on the diverse cultures within the Hispanic community in Alabama.

Fiesta 2009 will be the inaugural year for the **ESOL Village**. The purpose of this new village is to bring together community ESOL providers and allow them to showcase their programs to potential learners as well as the general community. Last year, **Fiesta** drew between 15,000 and 20,000 people. It is estimated that approximately 60% of those visitors were Hispanic, and of those, it is safe to say that many spoke a native language that is not English.

What a great way to recruit learners, and to see what your colleagues at other programs are doing! We feel that a day of participating together under the **ESOL Village** tent will encourage professional sharing and in turn help to improve ESOL services and provide that rejuvenation we sometimes need...plus, it will just be plain fun!

Fiesta presents the best of Hispanic art, music, food and dance. The event is free to the public, but attendee donations to the **Fiesta Scholarship Fund**—which helps Hispanic youth at local universities—are encouraged.

So come out and support the event that helps attract the learners you need and want to serve. If your organization would like the opportunity to participate in the **Fiesta 2009 ESOL Village**, please either complete the attached form or contact Theresa Sterling at tsterling@literacy-council.org

Best regards and thanks,

Theresa Sterling
The Literacy Council
2301 1st Avenue North
Suite 102
Birmingham, AL 35203
(205) 326-1925
tsterling@literacy-council.org

**FIESTA 2009
ESOL VILLAGE (NOT-FOR-PROFIT)
APPLICATION TO EXHIBIT**

Name of Organization _____

Are you a 501(c)3 Organization? Yes No

Services Provided _____

Contact Person/Title _____

Address _____

Phone _____

Fax _____

E-mail _____

List of Festival Attendees needed to supervise booth

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Name of Festival Contact (person in charge on site during festival) _____

Please return the completed form with \$150.00 check payable to Fiesta to:

Taylor Anderson
1929 3rd Avenue North, Suite 900
Birmingham, AL 35203
Phone: 205.324.6881, Extension 107
Fax: 205.323.7074
E-mail: jtanders85@gmail.com

You will be provided a 10x10 tent, one table that measures eight feet, two chairs, and a sign that clearly identifies your organization. **We will provide power for your tent; however, you will need to provide your own extension cords, power strips, etc. To access the power provided, you will need a standard duplex plug.** If you have any additional power needs, please be sure to contact us as soon as possible. **Please be aware that you will need to bring any additional supplies you may need to set-up, such as zip ties, scissors, staplers, etc. At the request of our tent vendor, absolutely no tape is to be used on the tents**
Your tent should be ready for occupancy by 11:30 a.m. on Saturday, October 17th. The event will begin at noon the same day and continue until 8:00 p.m. Your banners can be displayed at your tent but not elsewhere on the festival site.

Please contact Taylor Anderson, Non-profit Coordinator, for questions about any of the logistical information mentioned above.