



July 2, 2009

Dear Business Owner/General Manager:

On behalf of the Board of Directors of Fiesta, a 501[c]3 not-for-profit organization originally created by the Hispanic Business Council, I would like to invite you to participate in Fiesta 2009 to be held on October 17th, 2009 in Linn Park located in the heart of historic downtown Birmingham..

As a participating for-profit merchandise/artisan vendor, your company/business can expect to be a part of an event that will put your goods and products in front of a cross section of Alabama's Hispanic population. Fiesta saw approximately 15,000 patrons attend in 2008.

For a fee of \$300 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 fill out the application form and return to us at the address below or fax it to our offices. If applicable, Fiesta must approve any items your organization chooses to sell in advance. Your tent may not be used to promote any third party without the express written consent of Fiesta.

Please contact me with any questions or concerns. I can be reached at my office at 324-6881, Extension 107. I look forward to working with each of you and making Fiesta 2009 a community-wide success.

Thank You,

Taylor Anderson
For-profit Coordinator - Fiesta 2009
1929 3rd Avenue North - Suite 900
Birmingham, AL 35203
205-324-6881 (office)
205-323-7074 (fax)
jtanders85@gmail.com
www.fiestahbc.com
www.mcmillan-associates.org