

Sponsor Package



Join Us in Celebrating Young Americans!



Since 1998 San Antonio has led the way for communities across the country to honor the children of the Americas.

You can be part of this international celebration and bring exciting heritage activities to the children of San Antonio.

El Día del Niño Celebrating Young Americans
Saturday April 12, 2025
UTSA Downtown Campus
San Antonio, TX





Celebrating Young Americans

In 1998, San Antonio became the first city in the U.S. to pass a resolution naming April 30 as **El Día de los Niños Celebrating Young Americans**. This free family festival celebrates young people and explores the rich cultural heritage of San Antonio. Dozens of booths introduce arts and crafts, music, dance, games, science, and technology to young and young at heart San Antonians.

There are many reasons to focus our attention on children. Research shows that children who grow up knowing their history and heritage are more likely to be confident, resilient, and successful in school and later in life, hence the emphasis on cultural activities at this festival.



TEXAS KIDS COUNT REPORT FINDINGS Prepared by Every Texan

- Texas ranks 43rd among states for child wellbeing. 1 of every 10 children in the U.S. lives in Texas.
- 18% of children live in poverty, compared to the national rate of 16%.
- 48% of Texas children are Hispanic/Latino.
- 29% of Texas children are non-Hispanic White.
- 12% of Texas children are Black.
- 5% are Asian and 11% are of other groups.
- While poverty rates have improved for many children, Latinos and Blacks have disproportionately high poverty rates.
- 9% of children under 6 lack health insurance
- For Hispanic children the uninsured rate is 15.9%, almost three times the national average.
- 1.7 million children face food insecurity
- Only 49% of Texas third graders meet grade level standards
- Only 41% of 4th graders meet grade level math standards.



Milagros are Dreams for the Future

At every festival children make little “milagritos” expressing their wishes and hopes for the future. From dreams about college to expressions of love for family or fear of bullies, each child tells us how the world feels to them.

How will you be involved?

- Sponsor the festival
- Participate in planning
- Provide Volunteers
- Promote the celebration
- Loan equipment and experts
- Sponsor an activity at the festival





Celebrating Young Americans

Sponsorship Levels



\$10,000 PADRINOS & MADRINAS

Welcome at the opening ceremony
Your promotional video or message on our media
Your logo on web page, email blast, social media, and flyers
Your branded tent activity at the festival
Join the Planning Committee



\$5,000 COMPADRES & COMADRES

Present the Children's Parade
Your mascot leads the parade
Your logo on web page, email blast, social media, and flyers
Your branded tent activity at the festival
Join the Planning Committee



\$2,500 TÍOS & TÍAS

Introduce the Activities after the parade
Your logo on web page, email blast, social media, and flyers
Your branded tent activity at the festival
Join the Planning Committee



\$1,000 PRIMOS & PRIMAS

Your logo on web page, email blast, social media, and flyers
Brand the Milagros display & Cultura Card for making milagros
Your branded tent activity at the festival
Join the Planning Committee



\$500 AMIGOS & AMIGAS

Support one of the cultural arts activities
Photo ops with the artists & your brand
Photos on our web page with the activity
Join the planning committee



PRODUCT DONOR

Lunch for volunteers
Water station
Art supplies





Celebrating Young Americans

Count me in!

This is what our company can do

- _____ Padrino & Madrina - \$10,000
- _____ Compadres & Comadres - \$5,000
- _____ Tíos & Tías -\$2,500
- _____ Primos & Primas -\$1,000
- ★ _____ Amigos & Amigas - \$500
- _____ Product Donation
- _____ Provide Volunteers



Contact _____

Company _____

Address _____

Phone _____

★ E-mail _____

Pay online <https://www.zeffy.com/ticketing/dia-del-nino-festival-sponsor>

or

Make checks payable to:

Somos Cultura y Más
235 Fox Hall Ln
San Antonio, TX 78213

We will send you volunteer forms and activity registration upon receipt of your information.

For more details contact Rebeca Barrera, 210-777-3818

Somos Cultura y Más is a 501c3 organization, Tax ID 84-5057308

