



Maru Montero Dance Co.
Washington DC's Premier Latin American Dance Company

I am writing to tell you about an exciting sponsorship opportunity to help children in your area learn through dance! As the premier Latin American Dance Company in the Washington, DC area, the **Maru Montero Dance Company** fills a need in the DC community. Here, we invite children of all ages to take classes with us where they will learn about our rich Latin American culture and develop skills such as discipline and team-building in a socially stimulating environment. Becoming a sponsor gives children an opportunity to think more globally and foster a deep appreciation for other people and cultures.

Beyond the classroom, the **Maru Montero Dance Company** may be best known for the National Cinco de Mayo Festival® held in the heart of the nation's capital, on the grounds of the Washington Monument, and in the shadow of the White House. Thousands of people join us each year for a day of free festivities, as we celebrate Latino culture with music, dance, food, fine arts, crafts, and fun activities for children. This year's festival – our 22nd – will be held on Sunday, May 4, 2014 from Noon to 6pm on the National Mall.

And though our free, annual Festival is our most well publicized event, it is by no means the Company's only one. We host many events throughout the year at local schools and community organizations where we make the arts accessible to young audiences from all backgrounds. We have also been honored on two occasions to perform at the White House for President Obama, the First Lady, and their guests.

The Company's goal is the same for all events, large and small—we strive to inspire the community and spread our important message of education through dance, enrichment through culture. Please consider supporting the National Cinco de Mayo Festival® this year. No donation is too small to bring this event to life as we honor our Hispanic culture.

And remember, "On Cinco de Mayo, everybody's Latino!"

Sincerely,

Maru Montero
President and Festival Founder

Calvin Smith
Chair

About the Maru Montero Dance Company

The **Maru Montero Dance Company**, founded by former Ballet Folklórico de México lead dancer Maru Montero in 1992, is a non-profit 501(c)3 corporation dedicated to promoting the joy and beauty of Latin culture in the United States. From humble beginnings in church basements and school gymnasiums, the Company has grown into the premier Latin dance company in the Washington, D.C. area. Although its roots are in Mexican folk dance, the company also performs modern Latin dance, including mambo, cha cha, and salsa as well as dances from many other Latin American and the Caribbean countries.

The Company – through events such as the National Cinco de Mayo Festival® and its dance classes and programs – encourages its students to learn about Latin culture while developing skills such as discipline and team-building in a socially stimulating environment. The Company offers a wide selection of programs to promote cultural education including performances, school workshops, and after school programs. The Company has been featured at prestigious venues including the Kennedy Center, the White House, and the Smithsonian Institute.

In Her Own Words – Mia Angel Guzmán

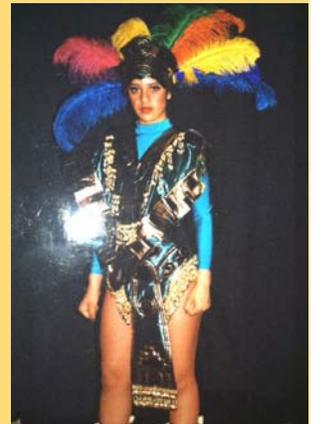
I saw the **Maru Montero Dance Company** perform for the first time in 1999. My parents, both being Mexican, were always looking for ways to teach me about the importance and beauty of Mexican culture. Upon seeing all the lively numbers and beautiful dresses, I was hooked. I begged my mother to enroll me in their classes.

Walking into my first class, I was pleasantly surprised to see such a wonderful mix of cultures. My classmates were from all over the world, and having grown up in suburban Virginia, I had always been the poster child for diversity, so I was thrilled to be in such a culturally rich setting.



Class became the highlight of my week. I loved seeing my new friends and being in the exciting and nurturing environment Maru created. She led by example, teaching us hard work and diligence because only the best would be invited to perform at the most prestigious events. One event was to celebrate Cinco de Mayo at The Kennedy Center. I will never forget the hard work and determination I felt to earn a spot in that performance. The reward was well worth the long hours, the sweat, and the pain.

Sadly, that was one of my final performances with the Company. My parents decided that since I had grown up in the United States, I should go back to Mexico to experience more of my heritage. While no longer in the classroom with Maru, I took the lessons I learned from my time at the Company and applied them to my everyday life, which I continue to do today. I am now the Communications Manager for the **Maru Montero Dance Company**. By giving back, my goal is to help younger generations in the DC metro area benefit from learning about cultural acceptance and sensitivity, discipline, team work just as I did at a company whose reach go far beyond dance.



Cinco de Mayo in the Nation's Capital

The **Maru Montero Dance Company** presents the 22nd anniversary of the National Cinco de Mayo Festival® held on Sunday, May 4, 2014 from Noon to 6pm at the Sylvan Theater on the National Mall. Free and open to all, the Festival is a family-oriented celebration designed to educate the audience about Latin American culture through dance, music, food, and fun activities for children.



Educate

Education through dance, enrichment through culture is the mission of the **Maru Montero Dance Company**. Our Festival embodies this theme as a procession of colorful dancers and musicians swirl around the base of the Washington Monument bringing the arts and a taste of authentic Hispanic culture to people of all economic and ethnic backgrounds.

Dance

More than 100 performing artists and dancers will inspire the audience with live performances ranging from pre-Hispanic to traditional Mexican and other Latin American folk dances. The audience will also be able to enjoy modern dances such as the cha cha, salsa, and Latino hip hop.

Celebrate

Since 1992, our Festival has been celebrating, supporting, and building a broader understanding for Latin American culture and artists in the Washington, DC area and throughout the nation. Join us for our 22nd anniversary and help us continue the legacy supported by past sponsors like the Freddie Mac Foundation, Target, McDonalds, the DC Commission on the Arts, Univision, and Telemundo.



Education through dance. Enrichment through culture.

www.marumontero.com

Festival Publicity and Media Coverage



People enjoying the Cinco de Mayo Festival on the National Mall.

Every year, the Festival generates media coverage in English and Spanish newspapers, on local television and radio, and through online outlets. Highlights include:

- Feature stories in the *Washington Post*
- Feature stories in *El Tiempo Latino* and *Washington Hispanic*
- Extensive online and social media presence
- Public Service Announcements on Telemundo
- Interviews with local TV outlets featuring the dance company and the dancers
- Festival flyers distributed throughout the DC Metro Area including schools, retail outlets, restaurants, community centers, and local government offices



Friends of Maru – Individual or Family Sponsorships

Maru Montero founded the **Maru Montero Dance Company** a few years after moving to the United States. As a professional artist, she has traveled across the globe to bring the joy of Mexican dance to millions of people.

At home, in Washington, DC, Maru brings her rich Latin heritage to her Company and the community, educating children of all ages through dance. Support Maru's mission: Education through dance, enrichment through culture!

Your generous contribution to **Maru Montero Dance Company** will help children develop discipline, social and team-building skills, physical wellness, and an appreciation for Latin American culture, as well as help fund our annual Festival.



Gold Friends: \$500

Sponsor a child! Your gift will enable a family to send their child to an entire semester of classes at the **Maru Montero Dance Company**. Each year, sponsors like you provide scholarships for children who would otherwise be unable to afford our culturally enriching classes. Help a child in the community learn through dance today.

Silver Friends: \$250

Honor Hispanic culture! With this gift, you will enable us to purchase an authentic costume for one of our Company members. Help us bring the delight of our rich culture to audiences across the region.

Bronze Friends: \$100

Support a dancer! Equip one of our Company members with one of the most important tools they need: shoes. Your gift will help a child dance their way to physical wellness while learning important skills such as self-discipline and team work.

Attend the National Cinco de Mayo Festival® on Sunday, May 4, 2014 and see your gift at work. Help us bring this free, culturally rich event to life. "On Cinco de Mayo, everyone's Latino!"

For more information about becoming a sponsor, please contact:

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