



Noa Noa Place

2321 E. 1st St.
Los Angeles, CA 90033

Orgullo Fest 2021

Dear Boyle Height Neighborhood Council,

We are reaching out to you in hopes to obtain sponsorship dollars to help promote Orgullo Fest and local Queer Non-profit organizations. Our idea is to invest the sponsorship by sending Rainbow flag postcards to 8K residents in the Boyle Heights Neighborhood during pride month (June). We will be hosting Orgullo Fest! the first queer latinx pride festival in Boyle Heights. With the idea to bring community and local business together in celebration of our queerness. The festival is proposed to take place on Sunday June 27th from 12P-7P Down on 1st St, from Soto to Chicago.

Run of Show Overview

1. **Setup from 5am-10AM**
2. **Vendors to arrive and setup: 10AM-12Pm**
3. **Opening ceremonies 12p-12:30PM**
4. **Dj Set 12:30-1:30P**
5. **Drag Show from 1:30P-1:50P**





- 6. Hosts to hype up crowd 1:50p-2P**
- 7. Entertainment provided by Tempo Bar 2P-2:55P**
- 8. Host to introduce next performances: 2:55-3P**
- 9. Entertainment provided by Nuevo Jalisco Bar 3P-3:55P**
- 10. Host to introduce next performance 3:55-4P**
- 11. Drag Queen Show 4P-4:45p**
- 12. Host to present 4:45p-5p**
- 13. Live Banda Las Angelinas from 5p-6p (all female banda)**
- 14. Host to introduce DJ 6-6:05P**
- 15. DJ Set from 6p-6:55P**
- 16. Host to close the show 6:55p-7p**
- 17. Breakdown 7p-9p**

Postcard look and feel:

We are looking to create a postcard (4.25x5.5) which will have an inclusive rainbow on one (To include the brown and black colors) and information on Orgulko Fest and Local Queer Non Profit organisation on the opposite side.





- **Postcard:**
 - Noa Noa Place to design postcard
 - Print 10K Units
 - 8K to be mailed out
 - 2K to be distributed with the community area reps (500 Each).
- **Cost**
 - First Class Mail Stamp \$0.55 Per
 - \$4,400
 - Postcard is \$0.05 Per
 - \$500
 - Postcard Design
 - \$100
- **Total Investment \$5,000**

We Hope you will consider this investment in the community of Boyle Heights. The idea behind the postcard is that it's a private, intimate way of communicating with our neighbors and providing them information in a non-invasive way, especially for those who may not be out and may need resources to help navigate their way through the process.





¡Gracias!

Team Noa Noa Place

