



## Heber Public Utility District

1078 Dogwood Rd., Suite 103 • P. O. Box H

Heber, CA 92249

TEL. (760) 482-2440 • FAX (760) 353-9951

[www.heber.ca.gov](http://www.heber.ca.gov)

August 15, 2021

Dear Supporter of Heber;

Subject: Heber Fall Fiesta "Day of the Dead" – Advertisement Opportunity

The Heber Public Utility District is happy to announce that our 5<sup>th</sup> Annual Parade and Fiesta is scheduled for Saturday, October 30, 2021. This year will be a bit different as we will have some restrictions in place due to the COVID 19 Pandemic. As you know, the regulations change, and we will make sure we follow the most current guidelines. And as we continue to fight against the spread of COVID, we honor those we have lost with a "Day of the Dead" celebration. Our Fall Fiesta will be held in the evening and will include a parade, food court, live music, dancing, free carnival games, beer garden, and a haunted maze. The Heber Public Utility District is offering you and your business an opportunity to advertise at our Fall Fiesta.

As you may know, the Heber Public Utility District, provides Parks and Recreation services to our community and we have made several improvements to our parks facilities over the past few years. Last year, we completed construction of our Heber Recreation Center located at 156 Littlefield Way and we have hired a Recreation Coordinator, Ms. Alexis Estrada.

We are striving to build a sense of community in Heber by providing family friendly activities that invite others to share our pride of Heber. Our parade and fall fiesta attendance has grown over the past three years, and last year we had over 3,000 people attend the fiesta.

The Heber Public Utility District invites you to advertise your business or organization at our Fall Fiesta. The sponsor packets are attached to this letter and outlines the level of support and advertising available. Your commitment to advertising with Heber Public Utility District will support community activities and make Heber a great place to live, work and play for our residents, visitors, family, and friends.

We invite you to join us at our "Day of the Dead" Fall Fiesta. The Fall Fiesta is a great time to get outside and enjoy a parade in the company of our community, celebrate and remember loved ones who have passed, eat some great Mexican food, enjoy live mariachi music, enjoy family friendly *free* carnival games, and if you are brave enough walk through the "Night of the Living Dead @ Heber" Haunted Maze!

We thank you for your consideration of our request.

Sincerely,

A handwritten signature in blue ink that reads "Laura Fischer".

Laura Fischer,  
General Manager, Heber Public Utility District  
Cc: HPUD Board of Directors



## Heber Public Utility District

### Fall Fiesta “Day of the Dead”

Saturday, October 30, 2021

1165 Palm Avenue – Margarito “Tito” Huerta Park, Heber, CA

Dear Heber Friend & Supporter,

You are cordially invited to join the Heber Public Utility District (HPUD) and our non-profit partner, Proyecto Heber, as a sponsor of our Fall Fiesta to be held on Saturday, October 30, 2021 at Tito Park in Heber. The Fall Fiesta will celebrate our families of Heber with several activities promoting community pride, health and wellness, and recreation. We are proud to proclaim and promote Heber as a great place to live, work and play.

Your sponsorship of HPUD’s Fall Fiesta will enable HPUD to provide a family friendly fiesta, which has historically brought together over 3,000 people or more. The proceeds from ticket sales and sponsorships will be used to support the annual Heber Fall Fiesta.

HPUD is offering Gold, Silver, and Bronze sponsorships. Your donation will receive advertising options at the event and through HPUD event social media and your banner will be displayed at the Fall Fiesta. Sponsorship levels include:

**GOLD SPONSOR (\$1,000):** *Gold sponsorship level includes access to the reserved seating to view the parade (located on the corner of Palm and Hawk Avenues in Heber), and a reserved table for eight (8) guests near the live entertainment stage at the Fall Fiesta held at Tito Huerta Park in Heber. Additionally, your company will receive featured recognition in event promotions and materials; your company/organization name will be prominently displayed on the sponsored table, sponsor listing, and Fall Fiesta website. Your logo or company/organization banner will also be prominently displayed during the parade, and at the fall fiesta.*

**SILVER SPONSOR (\$500):** *Silver sponsorship level includes access to the reserved seating to view the parade, and a reserved table for four (4) guests near the live entertainment stage at the Fall Fiesta to be held at Tito Huerta Park in Heber. Also your company will be recognized in event promotions and material; your company/organization name will be included on our sponsor listing, and Fall Fiesta*



*\*Day of the Dead\**

*website. Your logo or company/organization banner will also be prominently displayed during the parade, fall fiesta and HPUD movie nights.*

**BRONZE SPONSOR (\$250):** *Bronze sponsorship level includes recognition in event promotions and material; your company/organization name will be prominently displayed on our sponsor listing, and Fall Fiesta website. Your logo or company/organization banner will also be prominently displayed during the parade, fall fiesta and at HPUD movie nights.*

To become a sponsoring partner, please enclose your contribution with the attached reservation form. Checks may be payable to Heber Public Utility District.

On behalf of the Heber Public Utility District and our residents I'd like to thank you in advance for any support you may offer. Your commitment to Heber, our residents and the community is appreciated and we value your support.

For more information please feel free to contact me at (760) 336-1572 cell or the HPUD office at (760) 482-2440.

Sincerely,

Laura Fischer,  
General Manager  
Heber Public Utility District



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## Heber Public Utility District

### Fall Fiesta “Day of the Dead”

Saturday, October 26, 2019

1165 Palm Avenue – Margarito “Tito” Huerta Park, Heber, CA

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### SPONSORSHIP OPPORTUNITIES

#### Gold Sponsor

**\$1,000**

*Gold sponsorship level includes access to the reserved seating bleachers to view the parade (located on the corner of Palm and Hawk Avenues in Heber), and a reserved table for eight (8) guests near the live entertainment stage at the Fall Fiesta held at Tito Huerta Park in Heber. Additionally your company will receive featured recognition in event promotions and materials; your company/organization name will be prominently displayed on the sponsored table, sponsor listing, and Fall Fiesta website. Your logo or company/organization banner will also be prominently displayed during the parade, annual fall fiesta and at the HPUD movie nights.*

#### Silver Sponsor

**\$500**

*Silver sponsorship level includes access to the reserved bleacher seating to view the parade, and a reserved table for four (4) guests near the live entertainment stage at the Fall Fiesta to be held at Tito Huerta Park in Heber. Also your company will be recognized in event promotions and material; your company/organization name will be included on our sponsor listing, and Fall Fiesta website. Your logo or company/organization banner will also be prominently displayed during the parade, fall fiesta and HPUD movie nights.*

#### Bronze Sponsor

**\$250**

*Bronze sponsorship level includes recognition in event promotions and material; your company/organization name will be prominently displayed on our sponsor listing, and Fall Fiesta website. Your logo or company/organization banner will also be prominently displayed during the parade, fall fiesta and at HPUD movie nights.*



*\*“Day of the Dead”\**



## Heber Public Utility District

### Fall Fiesta "Day of the Dead"

Saturday, October 26, 2019

1165 Palm Avenue – Margarito "Tito" Huerta Park, Heber, CA

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### SPONSORSHIP REGISTRATION FORM

(Please complete and return this form by October 17, 2018)

Yes! I WILL SUPPORT HEBER ANNUAL FALL FIESTA!

**A) SPONSOR LEVEL:**

GOLD - \$1,000

SILVER - \$500

BRONZE - \$250

(Please note: Check must be enclosed with order.)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email Address: \_\_\_\_\_ Contact Person Phone: \_\_\_\_\_

*Checks may be made payable to Heber Public Utility District*

Mail or drop off completed form and check to:

Heber Public Utility District

1078 Dogwood Rd, Suite 103, Heber, CA 92249

For additional information visit our website, [www.heber.ca.gov](http://www.heber.ca.gov)

or call Laura Fischer at (760) 482-2440 office ~ (760) 336-1572 cell.



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