

# AMERICAS LATINO ECO FESTIVAL XIII



Denver, October 19-22, 2023

## The Giving Tree

Advancing Equal Access to the Health, Climate and Economic Benefits of Trees



[afcanatura.org](http://afcanatura.org)

A Program of:



Co Presented by



## Sponsor Package

Because advocates must come together

With the support of:





# AMERICAS LATINO ECO FESTIVAL XIII

Denver, CO. October 19-22 2023



An annual gathering of celebrities, artists, scientists, activists, community and public policy leaders of the Americas to discuss novel solutions in advancing a healthy environment through advocacy, education, and engagement of culturally diverse populations.

## Vision

The Americas Latino Eco Festival (ALEF) - a nonprofit event free and open to all - is a Latino hosted multicultural event elevating in particular, the voices of communities of color and women in conservation and cultural leadership, fostering collaboration to better tackle environmental problems from many angles, and using arte y cultura as a communication channel for environmental awareness and shared values.

## Mission

To promote environmental awareness and create a platform for dialogue and mobilization for a just society to ensure that everyone has access to a healthy environment.

## Impact - key highlights

- Attendees = 20,000+
- Presenters = 700+
- Workshops = 35+
- Art Exhibits = 35+
- Organizations that Participated = 300+
- Projects incubated = 130+
- Facebook Impressions = 600,000+
- Facebook Post Engagement = 8,000+
- Facebook Likes = 10,000+
- Print and Online Media= 50+ Million Impressions (15 national press features, 8 tv news, 16 radio shows)
- Featured in NBC News, Telemundo National, Fox News, The Hill, Smithsonian Magazine, Huffington Post, Grist, Triple Pundit, The Denver Post, El Nuevo Dia, Numberticias EFE, Audubon Magazine

Friends - it's hard to believe that Americas Latino Eco Festival (ALEF) is well on the way to a 13th edition. Today minorities make up 40% of the US population but only 13% of environmental organizations, so ALEF's unique contribution to reducing the "Environmental Inclusion Gap," is more important and urgent than ever.

If you have supported us in past years, we cannot thank you enough. If you are considering sponsoring ALEF for the first time, I wanted to highlight some of our achievements and provide reasons why aligning your organization or brand with ALEF makes sense on so many levels.

- **Unique** - ALEF is the largest and only event of its kind in the US uniting environmental conservation with Latino leadership and families. Donor support keeps ALEF free and open to the public.
- **Authentic** - ALEF speakers and attendees are mostly Latino. The festival's special blend of Advocacy, Arts, Networking and Education is designed by Latinos and made available to all that support environmental conservation. What better place for a genuine connection?
- **Established** - Now in its 5th year, ALEF has been supported by loyal donors like Whole Foods Market, Kaiser Permanente, World Wildlife Federation, US Forest Service, City of Denver, AARP, Denver Museum of Nature and Science, Denver Art Museum, Bonfils Stanton Foundation, Audubon Society and The Nature Conservancy.
- **Visible** - ALEF attracts all ages, cultures and celebrities like Edward James Olmos, Bianca Jagger and Junot Diaz. No wonder ALEF was featured in more than 20 English and Spanish national media in 2015-2016 and gained over 30 million media impressions.
- **High Impact** - Since 2013, ALEF has been attended by over 12,000 people, engaged over 2,500 Latino advocates, educated 3,800 K-12 school children and seeded over 65 Green and Latino organizations.
- **Awarded** - In 2016, we were honored to receive (1) the City of Denver Office of Sustainability **Love This Place Award** for our work as community builders (2) the **ALEF Proclamation** by Colorado Governor John Wright Hickenlooper (3) the signed **Mayors Monarch Pledge** by City of Denver Mayor Michael B. Hancock.

We can offer a full range of sponsorship options from a Gala Table to a Multi-year Lead Title Sponsor. Join us and feel the power of uniting your brand with the future of the Latino/conservation partnership.



**Irene Vilar** (Founder AFC+A - a 501 (c)(3) - parent of ALEF)  
irene@americasforconservation.org & the entire ALEF team



"The Americas Latino Eco-Festival promises to help clarify one of the great dilemmas of our time, the reconciliation of migrations and the need for cultures to be embedded in place." -- **Doug Tompkins** Founder of North Face, Director of Tompkins Conservation.



"The Americas Latino Eco Festival is beautiful and necessary and comes at a critical moment in our conversation about our collective futures." -- **Junot Diaz** Pulitzer Prize and McArthur Genius

"The Americas Latino Eco Festival offers an impressive wide range of workshops with climatologists and other experts, pays homage to environmentalists and hosts diverse cultural presentations enhancing understanding and respect across cultures and ecosystems" -- **Eduardo Diaz**, Smithsonian Magazine

## SOME OF OUR PAST AND CURRENT GREEN HEROES





# AMERICAS LATINO ECO FESTIVAL XIII

Denver, CO. October 19-22 2023



## The Giving Tree

Advancing Equal Access to the Health, Climate and Economic Benefits of Trees

ALEF XIII is an intersectional convening platform to harness the power of art, education, and collaboration to advance equal access to the health, climate, and economic benefits of trees.

The "Giving Tree" Initiative at the Americas Latino Eco Festival showcases the crucial role of urban tree equity efforts in promoting healthier communities, mitigating climate challenges, and creating economic opportunities. By focusing on the disparities in tree cover and their impact on marginalized communities, this 13th edition of the Americas Latino Eco Festival aims to foster collaboration, raise awareness, and inspire action.

### Objectives

Raise Awareness of the unequal distribution of trees and its implications for environmental justice, health, and economic well-being.

Inspire Action from communities to take proactive steps in advocating for and planting trees to improve their neighborhoods.

Promote Collaboration between activists, policymakers, artists, scientists, and communities to create lasting change.

Celebrate Culture and diverse voices in driving environmental awareness and action.

Educate and Elevate with practical knowledge, skills, and resources to engage in tree planting and environmental conservation efforts.

Schedule (see changes and updates at [americaslatinoecofestival.org](https://americaslatinoecofestival.org))  
**OCTOBER 2023**

**Saturday 14-Sunday 15** One Hundred Trees Planting Fest-Festival Opening

**Thursday 19** Tree Equity Summit

**Friday 20** Tree Equity Summit

Interactive Workshops: Hands-on activities related to various teaching strategies, technology integration, or classroom management techniques.

Panel Discussions: Participants hear different perspectives, gain insights, and engage in meaningful discussions

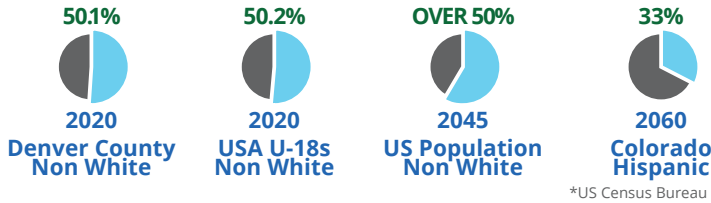
Ignite Sessions: Short, fast-paced presentations where speakers share ideas and experiences in an engaging manner.

EdCamp Sessions: Participants suggest and lead their own discussions based on their interests and needs.

**Saturday 21** ALEF Family Day

**Sunday 22** Latino Ultra-Festival Closing

### NON WHITES PREDICTED TO OUTNUMBER WHITES BY 2045



### NON WHITES MAKE UP:



### LATINOS ON THE FRONT LINE OF THE ENVIRONMENTAL CRISIS

- 66% of Latinos live in areas that fall below EPA's air quality standards (EPA)
- Latinos are 3X as likely to die of Asthma (EPA)

### LATINO CONNECTION TO ECO ISSUES

93% of Latinos believe in Global Warming  
 92% of Latinos favor clean, renewable energy  
 92% of Latinos view outdoor recreation as a central part of their community's way of life

- Latinos spend **22 hours** a week outside which is comparable with outdoor enthusiasts
- Latinos spend **\$592** per person/year on outdoor apparel and gear v. \$465 for the average consumer

### OUR ENVIRONMENTAL REALITY IN NUMBERS

The Latino community in the US is suffering the brunt of the effects of air pollution and climate change. Latinos are at the forefront of the climate crisis and are disproportionately impacted by climate change.

- Of the top 10 most polluted cities in the nation, six count Latinos as 40 percent or more of their populations.
- 66% Latinos live in areas that fall below the EPA's air quality safety standards.
- Hispanic children are 60 percent more likely to have asthma.
- Latinos are 30% more likely to visit a hospital due to asthma.
- Latinos are three times as likely to die of asthma.
- 30% of Hispanics are uninsured, compared to 10.4% of non-Latino Whites.
- 1 in 5 Latino adults are unable to pay for asthma medicines.
- Residential outdoor nitrogen dioxide (NO2) concentrations in the US show NO2 concentrations are 40% higher for nonwhites than for whites.

## ALEF MEDIA COVERAGE

Our powerful advertising/marketing campaign has yielded 30 million media impressions, and is valued at well over \$100,000.



#### Radio:

- KBNO 12 segments 1:45 sec series to be aired during Hispanic heritage Month 9/15-10/15
- KGNU 6 segments series



#### Television:

- Telemundo Denver infomercials
- Telemundo National 20 minute segment to air a week prior to event



#### Newspapers:

- Editorial in more than 20 English Language and Spanish titles including: NBC, ABC, Fox News, Telemundo, Smithsonian Magazine, Huffington Post, Curve, La Prensa, Latin American Herald Tribune
- Press Releases sent to PR Newswire and HispanicizeWire
- 30,000 program insertions in Westword and La Prensa
- Full color ads in Daily Camera, Boulder Weekly, Westword, La Prensa and El Comercio



#### Billboards and OnSite Media

- Four 12X6 billboards and 10 roll ups at venues



#### Print

- 800 11" x 17" full color posters throughout Denver Metro area
- 3,000 Palm Cards full color Denver Metro and Aurora
- 5000 Family Cultural Passports
- 500 Gala programs
- 500 Bilingual Educators Resource Guides
- 1000 #ColoradoLaBella Passports

#### Event Programs

- 30,000 newspaper program insertions
- 5,000 12 page full color programs



#### E-Newsletter

- 10 e-newsletters sent out to 10,000 AFC+A database

#### Social Media

- Used continuously for teasers, volunteer recruitment, news updates etc.
  - Facebook - 18,000
  - You Tube 5,200
  - Twitter - 3,200
  - LinkedIn 12,400
  - Instagram 2,600



## Sponsorship Opportunities

	<b>CROWN</b> \$25,000	<b>TRUNK</b> \$15,000	<b>BRANCH</b> \$10,000	<b>ROOT</b> \$5,000
<b>PRINTED MARKETING COLLATERAL</b>				
Company logo placement on all promotional posters	X	X	X	X
Company logo placement on promotional palm cards	X	X	X	
Company logo placement in official ALEF program guide	X	X	X	X
Company logo placement in 3 <sup>rd</sup> party joint marketing projects	X			
<b>MULTI-MEDIA</b>				
Company name included in all press release materials	X	X	X	X
Company name promoted on Social Media	X	X	X	
Company name included in radio advertising	X	X		
Company name included in Telemundo television advertising	X			
<b>WEB</b>				
Company name listed on the comprehensive donor page	X	X	X	X
Company logo included on the ALEF advertising banner	X	X	X	
"Clickable" company logo on the official website landing page	X	X		
"Clickable" company logo on sponsor page	X			
<b>RESERVED SEAT TICKETS</b>				
Eco Film Series	4	2	1	
ALEF Awards Gala	4	2	1	

## Title Sponsor opportunity 50k per year for three years

### A LA CARTE SPONSORSHIP OPPORTUNITIES

#### K-12 AND FAMILIES

Bio Blitz Event Promo (max.5)	\$5,000
Bio Blitz support materials	\$2,000
Art Exhibits	\$5,000
Art workshop	\$2,000
Promotores Verdes Family Day	\$15,000
Green Fair exhibit table	\$1,500
Official Film Premier	\$2,500
Colorado Rewild Book Fair (max.5)	\$2,000

#### ECO INFLUENCERS AND ADVOCATES

ALEF Awards Gala (max.3)	\$10,000
Nuestra Familia Awards	\$5,000
ALEF Festival Dinner	\$5,000
Youth Leadership Forum Lunch	\$3,500
Advocates Leadership Lunch (max.5)	\$3,000

**FULL RANGE OF "IN KIND" PARTNERSHIPS AVAILABLE, INCLUDING:**  
 Airline | Hotel | Group Transportation | Beer | Wine | Coffee |  
 Tea | Snack | Soft Drink | Restaurant | Group Printing  
**Official Level:** value of \$5000 or above **Partner Level:** value of  
 \$2500 or above (max 2) **Friend:** value of \$1000 or above  
**Contributor:** value of \$100 or above (Gift bags, snacks etc.)

Americas Latino Eco Festival (ALEF) is a 501 (c) (3) organization with Federal Tax ID 32-0261204. Your donation is tax deductible to the fullest extent permitted by law. You should consult your financial planner or tax advisor to determine the exact tax advantages of your gift.

For more information visit [www.AmericasLatinoEcoFestival.org](http://www.AmericasLatinoEcoFestival.org). All donations regardless of size will be recognized on the ALEF website

Contact: Irene Vilar - [irene@americasforconservation.org](mailto:irene@americasforconservation.org)



AFC+A is one of the very few Latina founded and led organizations of its mission and size in the state of Colorado — and the country — advancing healthy communities in the face of climate change through environmental and cultural stewardship that can best bridge inclusion gaps and serve the most underserved. We do this through three award winning flagship programs :

- The **Promotores Verdes** conservation corps, growing outdoor recreation led climate literacy and human-nature health connections, co leading the Tree Keepers 2022-2027 initiative with the City of Denver.
- The **Americas Latino Eco Festival**, convening of bipoc conservation and creative leadership, 13th edition.
- **Mandel Vilar Press**, AFC+A's publishing arm advancing diversity and conservation in publishing.

AFC+A's programs address and lead solutions for BOTH of these breakdowns in equity and inclusion:

- BIPOC citizens make up close 40% of the US population but only 8% of environmental organizations.
- Less than 1% of what the average US citizen reads is from a book in translation vs Europe's 33%.
- Only 4% of what is being published in the United States is from a minority voice/writer.



## AMERICAS LATINO ECO FESTIVAL

### Our 13th edition of ALEF is anchored in our five year partnership with the City of Denver

AFC+A & CREA Results, Latino founded and led mother organizations of Promotores Verdes and presenters of ALEF XIII, are excited to partner with the City of Denver's Office of Climate Action, Sustainability & Resilience (CASR) on their Community Tree Planting Initiative.

- For the next 5 years we will be planting over 5,000 trees in private households, businesses, and schools in Denver.
- Our goal is to increase the tree canopy in neighborhoods which are suffering from tree inequity and where communities are facing a disproportionate burden of heat island effect.
- This program is led and implemented by the Promotores Verdes conservation corps (nature health workers), an initiative which merges the key concepts of public health, nature literacy, environmental stewardship, and outdoor recreation.



# Why The Giving Tree

## THE COMMUNITY TREE PLANTING INITIATIVE

- Neighborhoods where minorities live have about 40% less tree cover than predominantly white neighborhoods.
- Neighborhoods with 90% or more of their residents living in poverty have 65% less tree cover than communities where only 10% or less live in poverty.
- Heat-related deaths in urban areas could be reduced by 25% through a combination of trees and reflective surfaces.
- Planting trees in cities can cool the air by 4 to 10 degrees Celsius, reduce the need for air conditioning by 30 percent, and reduce winter heating bills by 25-50 percent.
- Trees remove the most dangerous air pollution for our lungs: particulate matter. But most occurs within 30 meters of a tree.
- Trees are filters for urban pollutants and fine particles such as dust or smoke from the air.
- It has been proven that living near urban green spaces improves physical and mental health.
- Urban neighborhoods with trees can increase property values by up to 20 percent, and attract tourism and businesses.
- Urban forests capture and store up to 25% of carbon dioxide (CO2) emissions



**AFC+A**  
Initiative

In partnership with:





#ALEE2016

# Join our movement!

