



Tierra Blanca Art Center contributes and enhances the development of multi-cultural community programs in Los Angeles area. This 501 (c) (3) non profit is dedicated to cultivating the cultural consciousness that exists characterizes in this hybrid diverse city . Providing a safe haven for at risk-youth through after-school programs while simultaneously allowing individuals to grow in talent and knowledge are only but a few ways Tierra Blanca impacts Los Angeles population. Tierra Blanca strives to promote the access to explore Latin American customs while synchronizing the art, the culture, and the folklore of these continents to create a more culturally aware community that embraces its differences.

**Tierra Blanca Arts Center brings to the community at large, four extraordinary events that exemplify the uniqueness and diversity of the Latin American culture: Antorcha Cultural, Semblanza Latinoamericana, Muestra Cultural Mexicana, and Cronicas de Mexico.**



The Latin American Folk and Dance Competition incorporates various Latin American cultures and their talent. The goal of this event is to recognize and support our children's talent and the great love they have to dance. This event is an adjunct to Semblanza Latinoamericana. **AUGUST 28 2011**



**Semblanza Latino Americana** - is a Colorful and exciting celebration of Latin American culture. The aim is to created a Venue where performers can stage their talents and get recognized for their efforts and diligent dedication to their dance. It is also an event where folklore is represented with distention, where history can be seen through traditional dance, and where the unique contracts between adjacent neighboring countries can be acknowledged and embraced. Individuals participate acquire professional and personal growth, Network amongst colleagues, and share their knowledge and skills with other performers. **OCTOBER 23 2011** (Downey Theatre, two shows 2:00 PM & 7:00 PM)



This event recognizes the multitude of indigenous cultures that exist throughout Mexico. It incorporates historical data and recent developments of indigenous groups. Through music and dance, the indigenous population can tell a story while keeping their culture and roots alive. **MAY 2012**



Tierra Blanca Dance Company, Annual Concert, is presenting a unique program Directed by Blanca A Soto & Esteban Coronado with the Artistic Direction of Gerardo Gutierrez. Featuring more than 75 dancers on stage. Mexican history and tradition are the most important elements in this wonderful performance ,magnificent costumes and original pieces will make this performance presentation, one of a kind to the delight of all audiences. **SEPTEMBER 18 2011**



**Annual Summer Cultural Camp** - This 6 weeks cultural program will incorporate a multidisciplinary curriculum that including dance, theatre and music, while encompassing social etiquette workshops, and cultural and civic awareness activities. This Summer Program will close with an amazing concert where participating students will present what they have learned throughout the summer to a live audience.



**JUNE 27 2011- AUGUST 5th, 2011** (Salon de la Plaza)



Non profit organization 501(c)(3)

**BRINGS IN 2011 - 2012 GREAT CULTURAL PROGRAMS...BE PART OF THE ACTION!**



**AFRICA en AMERICA**

photo: Gerardo Gutiérrez

**October 23 ~ 2 & 7 pm**  
**AT THE DOWNEY CIVIC THEATER**  
8435 Firestone Boulevard • Downey, CA 90241

[www.tierrablancaartscenter.org](http://www.tierrablancaartscenter.org)  
[www.selatino.com](http://www.selatino.com)

# SPONSORSHIP OPPORTUNITIES

## Ambassador Title Sponsor: \$10,000.00

This level of sponsorship offers maximum exposure during all the performances, events and programs. It is the most exclusive and important sponsorships offered during an entire year.

### Sponsorship Benefits and brand recognition:

- "Title Sponsor" billing with your logo on programs and all printed materials and advertising (flyers, posters, programs/during the year, Magazine (El Aviso), add with 500,000 copies distributed in three areas; Los Angeles, Orange County & San Fernando).
- Full page, four color playbill in our events program.
- A brief write-up of your company will be included in event's program.
- A backstage access to all the TBAC events.
- A booth for your company's material and promotion. (In every event/based on venue policy).
- Acknowledgement in all press releases.
- Verbal mention on stage prior to shows throughout the season.
- On-site signage and banner placement (client provided)
- Your logo on our website for one year.
- 20 Tickets for any of TBAC's annual productions, plus access to all our VIP gala receptions.

## Chancellor \$ 5,000.00

### Sponsorship Benefits and brand recognition:

- Half page, four color playbill in our events program.
- A brief write-up of your company included in event's program.
- Acknowledgement in all press releases.
- On-site signage and banner placement (client provided)
- Verbal mention on stage prior to shows throughout the season.
- Your logo in our website for one year.
- 10 Tickets for any of TBAC's annual productions, plus access to all our VIP gala receptions.

## Chancellor Amigo \$2,500.00

### Sponsorship Benefits and brand recognition:

- 1/4 Page, four color playbill in our events program.
- Your logo in our website for one year.
- 6 Tickets to be use in any of TBAC' annual productions, access to all our VIP gala receptions.



## Target (Attending audience)

Bilingual Men & Women of all ages Multicultural bilingual families Los Angeles Metro Area.

Supporting children that will share our culture and vision with the rest of our communities...

## Tradition.. Culture...Passion...

RECOGNITION... We have seen how a cultural place can significantly impact the image and environment to create improvement in our community. Tierra Blanca has been making the difference with its' cultural programs and your support is key in order to keep our mission alive and thriving!

Become an Ambassador, Chancellor, or Amigo and help us provide a positive option for our children, teens and adults.



Thank you  
for your  
ongoing  
support to  
our programs!

All other contributions will be greatly appreciated to help this organization bring many more cultural programs to our community.

### Please make your donation to:

Tierra Blanca Arts Center  
2928 Idell St. • Los Angeles, Ca. 90065

To make your donation online, visit our web page:  
[www.tierrablancaartscenter.org](http://www.tierrablancaartscenter.org)

**Blanca A Soto** Founder / Producer  
ph (323) 394-1010  
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### Follow us on



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Impressions by Karla Silva