

Save the
DATE

2021 Hispanic Heritage Celebration

Northfield Public Library

COMMUNITY ORGANIZATIONS

September 18th, 11a - 6pm - in Central Park

Thank you for participating with the Hispanic Heritage Celebration as a partner COMMUNITY ORGANIZATION! We are excited to share the day with you in person this year. To help build an authentic hispanic cultural event we ask that you consider these guidelines while planning your table/booth area.

- Set up between 10a-11a, please be ready by 11am.
- Tables and booths should be staffed between 11a - 5p. If this is not a good fit for your organization, another option is to make a short announcement between performances.
- Booth sizes will be approximately 15 ft by 15 ft. Please bring your own 6 ft or 8 ft table and chairs. You may also bring a canopy cover but it must be weighted down.
- Recommend a pre-printed booth sign 24" by 16" in size, identifying your organization.
- There will not be power available onsite.
- Take weather into consideration when planning your space. Not just warm sun, or rain and colder weather but also wind. Items should be weighted down, paper materials inside containers, clipped or use a paper weight, how signage is displayed or hung, etc.
- Please try to minimize the garbage onsite and recycle or compost when possible. This includes signage, packaging, storage boxes, giveaway items, food and beverages, etc.
- If we need to alter the plans for the day of (i.e. health/covid related, inclement weather) we will contact your booth's main contact person.

This year we are asking all partnering organizations -

- **Have any informational handouts or signage that is visible to event attendees in Spanish and English.**
- **Link their table appearance, activity or information to Hispanic culture.** For example, you could have people at your booth wearing sombreros, a large pinata in the shape of a sombrero on the table and a sign explaining that a sombrero is a broad-brimmed, high-crowned hat made of felt or straw, worn especially in Spain, Mexico, and the southwestern United States. The sombrero, its name derived from the Spanish word sombra, meaning "shade," first appeared in the 15th century.

Or another example, if your organization has an office or works with a Latin country to talk about the connection. For instance, Rotary sends youth to Ecuador. Have a student who experienced this at the table to show photos and talk about their experiences.

If you need ideas, let us know we can help you make the connection!

COMMUNITY ORGANIZATION AREA contacts

Beth Kallestad, beth.kallestad@ci.northfield.mn.us

Sarah VanSickle, svansickle@northfieldschools.org

HHC Event Coordinators

Angelica Linder, Angelica.Linder@ci.northfield.mn.us

Laurie Kodet, Laurie.Kodet@ci.northfield.mn.us

Please email Beth Kallestad no later than **July 15th** to hold your spot and provide contact information for your organization.