



FESTIVAL FLAMENCO

Albuquerque

SPONSORSHIP DECK

Did you know the largest flamenco festival in the United States takes place in Albuquerque, New Mexico?

The National Institute of Flamenco (NIF), founded in 1982 - and guided by the vision and perseverance of four generations of the Encinias family in Albuquerque - has established Albuquerque as the epicenter of flamenco in the United States. Since 1987, NIF has produced the annual Festival Flamenco Albuquerque, which brings together students and fans of flamenco song, music, and dance and some of the world's most acclaimed flamenco artists for nine magical days in June.

Over the course of the Festival, all levels of students, including children and youth, adult beginners, and seasoned professionals take daily immersive flamenco music and dance

workshops in the Carlisle Gym at the University of New Mexico (UNM) with some of the top names in flamenco. Workshop students are joined by an even larger number of flamenco fans every evening for a thrilling lineup of performances at the Rodey Theatre at UNM, the National Hispanic Cultural Center (NHCC), the "X" Theatre at UNM and Tablao Flamenco Albuquerque inside the Hotel Albuquerque at Old Town.

The Festival is unique in the US, and attracts significant numbers of attendees from New Mexico, the rest of the country, and the world.



As Festival programming takes place in multiple sites across Albuquerque, it presents a unique opportunity for local businesses to gain exposure to a captive and engaged audience of local residents and tourists.

Many of our out-of-state visitors take day trips to Santa Fe and other parts of our state during their flamenco vacation. The Festival is a wonderful opportunity to showcase a wide range of retail, dining, shopping, and cultural experiences throughout Albuquerque and New Mexico.

**Festival Flamenco
Albuquerque makes
flamenco as synonymous
with our home city
as chiles and
the Balloon Fiesta!**



About the National Institute of Flamenco



Eva Encinias (center), her son Joaquín, and daughter Marisol, Photo: Ale Padilla

The mission of the National Institute of Flamenco (NIF) is to preserve and promote flamenco's artistry, history, and culture by presenting the finest flamenco in the world and by educating the American family in this art form while emphasizing the positive influence of art on families and communities.

NIF was founded over 40 years ago by NEA Heritage Fellow Eva Encinias and has grown into an expansive array of flamenco programs, including the annual Festival Flamenco Albuquerque, the Conservatory of Flamenco Arts, and diverse performance

companies including Yjastros: The American Flamenco Repertory Company, and Tablao Flamenco Albuquerque.

NIF honors the incredible legacy and traditions that have been passed from generation to generation of flamenco, and it propels them forward. In addition to dynamic performances on stage by its own professional artists and guest artists from Spain and around the world, NIF is anchored in welcoming and empowering its community in the art of flamenco through robust, accessible, and transformative flamenco arts education programs.



Yjastros, 2019, Farruk



Key local, state, and national partners:

- Bernalillo County
- City of Albuquerque
- El Farol Santa Fe
- Heritage Hotels & Resorts
- National Endowment for the Arts
- National Hispanic Cultural Center
- Tierra Adentro of New Mexico
- University of New Mexico (UNM)

Civic Impact of Festival Flamenco:

- Boosts local business patronage
- Increases sales and lodger's tax receipts for the greater Albuquerque metropolitan area
- Elevates the Albuquerque creative economy
- Amplifies Albuquerque as a thriving arts center
- Promotes civic pride
- Drives repeat tourism to New Mexico

In 2010, the United Nations Educational, Scientific and Cultural Organization (UNESCO) declared Flamenco one of the “Masterpieces of the Oral and Intangible Heritage of Humanity” because it is “strongly rooted in its community, strengthening its cultural identity and continuing to be passed down from one generation to the next.”

Flamenco has also had an especially long and rich history in New Mexico that was chronicled in the book *The Spirit of Flamenco: From Spain to New Mexico* and an exhibit of

the same title that was presented at the Museum of Folk Art in Santa Fe in 2016.

Festival Flamenco Albuquerque has engaged children and youth for decades, through programs such as Flamenco Kids Camp, a fun-filled week-long summer day camp for ages 6-12 that teaches dance, percussion, singing, and Spanish language and literacy. For more experienced young dancers ages 10-15, Festival Juvenil provides a week-long series of workshops in flamenco music and dance taught by international guest artists. Kids Campers and Juvenil participants see Festival Flamenco performances as part of their experience. These special programs culminate in the *Exposición Flamenca*, a free, family-friendly performance by students from not only Kids Camp and Festival Juvenil, but also other student and pre-professional performance groups from New Mexico and beyond.



This Page: Cristian Martin teaching students in Festival Juvenil, 2023. Ungelbach Davila



Left: José Valencia and José Tomás Rodríguez, 2023, Farruk

Above: Olga Pericet, 2023, Farruk

Back Cover: Juañarito, Iván Vargas, 2023, Photo: Farruk



FESTIVAL FLAMENCO

Albuquerque

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SPONSOR RESERVATION FORM

****Payment must be received by April 5, 2024 to secure recognition and full page ad placement in print Festival Guide and Program Book benefits****

Email form to: rebecca@nifnm.org
Questions? Call (505) 242-7600

YES, I want to sponsor the 2024 Festival Flamenco Albuquerque at the following level (please check one):

- Figuras - \$25,000
 Festeros - \$15,000
 Aficionados - \$10,000
 Jaleos - \$5,000
 Palmas - \$2,500
 Media Sponsor (In-kind)

Name: _____

Name for Sponsor Recognition in Print and Online

Materials: _____

Email: _____

Phone: _____

Payment Options (the tax deductible amount of your sponsorship will be included in your sponsor confirmation letter):

Please make your check payable to the National Institute of Flamenco, EIN 85-0332879 and enclose your check in the envelope provided with this form.

Credit card

AMEX Visa MC Discover

Card #: _____

Expiration Date: _____ CVV#: _____

Billing Address: _____

Please detach and return in the envelope provided

THANK YOU FOR YOUR SUPPORT!

SPONSOR LEVELS

\$25,000 — Figuras (2 available)

Named presenters of opening night and Fiesta Flamenca performances, four tickets to opening night, sponsor reception, final mainstage show, and Friday and Saturday Fiesta Flamenca performances, full page ad in program book

\$15,000 – Festeros (6 available)

Named presenters of Festival Flamenco Albuquerque Youth Programs: Flamenco Kids Camp, Festival Juvenil, and Exposición Flamenca, four tickets to opening night performance and sponsor reception, full page ad in program book

\$10,000 — Aficionados (6 available)

Named presenters of one main stage performance (excluding opening night and Fiesta Flamenca), four tickets to sponsored performance, two tickets to sponsor reception, full page ad in program book

\$5,000 — Jaleos (6 available)

Named collective presenters of Tablao Flamenco Albuquerque series including late night music concerts, two tickets to a tablao performance, two tickets to sponsor reception, full page ad in program book

\$2,500 — Palmas (6 available)

Named presenters of one second stage performance, four tickets to sponsored performance, two tickets to sponsorship reception, half page ad in program book

Media Sponsor (In-Kind, 4 available)

Named presenters of Festival Flamenco Albuquerque press conferences, four tickets to opening night, sponsor reception, final main stage performance and both Fiesta Flamenca performances, full page ad in program book



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SPONSOR RESERVATION FORM

SPONSORSHIP BENEFITS	FIGURAS \$25,000	FESTEROS \$15,000	AFICIONADOS \$10,000	JALEOS \$5,000	PALMAS \$2,500	MEDIA SPONSOR (In-Kind)
Tickets to private VIP sponsor reception with select Festival artists	4	4	2	2	2	4
Performance Tickets	4 to opening night, final main stage, and Fri/Sat Fiesta Flamenca performances	4 to opening night main stage performance	4 to sponsored main stage performance	2 to one tablao performance	4 to sponsored second stage performance	4 to opening night, final main stage, and Fri/Sat Fiesta Flamenca performances
Performance sponsorship naming	Presenters of opening night and Fiesta Flamenca performances	Presenters of Kids Camp, Festival Juvenil, and Exposición Flamenca	Presenters of one main stage performance	Collective presenters of Tablao Flamenco series	Collective presenters of second stage performances	Presenters of Festival Press Conference Series
Curtain speech recognition	At sponsored performances	At Exposición Flamenca	At sponsored performances	At sponsored performances	At sponsored performances	At sponsored events
Full color ad in Festival Program Book	Full Page	Full Page	Full Page	Full Page	Half Page	Full Page
Program Book Recognition	Yes	Yes	Yes	Yes	Yes	Yes
Social Media Benefits	2 30-second reels, 1 1-2 minute video, twice weekly posts	2 30-second reels, 1 1-2 minute video, twice weekly posts	2 30-second reels, weekly posts	—	—	—
Logo and/or name listing on FFABQ and NIF official websites	Yes	Yes	Yes	Yes	Yes	—
E-newsletters	Yes	Yes	Yes	Yes	Yes	
FFABQ Commemorative poster	Yes	Yes	Yes	Yes	Yes	Yes

Festival Flamenco creates \$12M in economic impact

By Aayush Gupta
Albuquerque Business First July 4, 2023

Earlier this summer, 10,868 people attended the 36th Annual Festival Flamenco in Albuquerque, a nine-day event celebrating Spanish culture and heritage. The festival is the oldest and largest flamenco festival outside of Spain, featuring 23 performances from 114 performers. In addition, the festival hosted 60 workshops on the history and creation of flamenco, a style of Spanish music and dance.

Over the course of nine days, festival attendees from all over the world stayed in local hotels, ate in local restaurants and shopped in local stores. In total, the festival employed 194 festival staff and contractors, and contributed \$12 million to the economy.

Of that total, roughly \$5 million was spent in lodging and \$632,103 was collected in taxes, according to the Bernalillo County Economic Development Department. Employees included dancers, technicians, costume designers and singers. The event also had 71 volunteers, according to the festival's Grants Administrator, Sarah Gonzales.

On the final day of the event, attendees were witness to acclaimed flamenco artists Yjastros, Raquel Heredia, Patricia Guerrero, and Andrés Marín.

The Yjastros are a dance company in the University of New Mexico's Department of Theatre and Dance. Out of the 13 performance companies in attendance, the Yjastros were the only New Mexican-based company to perform at the festival.

Hosted by the National Institute of Flamenco and the University of New Mexico, the festival utilized four venues for its performances: the UNM Rodey and X Theatres, the National Hispanic Cultural Center and Tablao Flamenco Albuquerque. The event had 44 sponsors including the National Endowment for the Arts and Bernalillo County Board of Commissioners.

The festival was first brought to the city in 1987 when Jim Linnell, former UNM Dean of College of Fine Arts, asked Eva Encinias, a professor of dance, to create a flamenco performance for the College of Fine Arts 50th anniversary. The event was a huge success and has since become an annual showcase for culture and heritage.