

## Colorado Youth Mariachi Program

Present:

### **La Herencia del Mariachi**

#### **1. (Winter Recital)**

December 17th 2021

#### **Organization:**

Colorado Youth Mariachi Program

#### **Mission:**

To educate and inspire youth in the art of music making and mariachi culture.

#### **Event Purpose:**

Our vision and goal is to provide a culturally enriching music program to youth in low income communities without sacrificing the quality of music education. La Herencia del Mariachi is the end of year student recital that ties in our students achievements to our overall vision and goals. This event is also an important opportunity for our students to perform on stage in a quality formal setting. With this event we hope to encourage music appreciation, and respect of traditional mariachi music among our students and audience members.

#### **Overview:**

Inspired by the personal experience of Chief Executive Officer, Isahar Mendez, and Musical Director and Trumpet Teacher, Victor Becerra, the Colorado Youth Mariachi Program (CYMP), was officially launched as a 501c3 in 2019 after offering three years of free music lessons to seven young family members and their friends. These two musicians set out to deliver mariachi music education with the understanding that participant outcomes would be greater than learning to play an instrument. Music education has been proven to influence a child's chances for success in numerous areas, and this result increases for children from under-resourced neighborhoods. In these last two years CYMP has provided mariachi music education to over 100 students in Colorado. Some of the students from the original group of seven are now volunteering to teach younger students currently enrolled in the program as well.

Pride in Mexican culture is personified in mariachi groups and their music, and it is considered the musical symbol of Mexico. Mariachi music celebrates the struggles and joys of the people because and is often present at important events and celebrations in the lives of the Latino people. The Colorado Youth Mariachi Program delivers the tradition of mariachi music to children and young adults residing in the Denver Metro Area. The program offers weekly mariachi classes, performance experience, and travel opportunities to statewide workshops. Weekly classes include lessons in trumpet, violin, guitar, voice, and the traditional mariachi instruments. Classes also include mariachi history, music interpretation, and performance etiquette. CYMP offers these classes at a low monthly cost with additional

access to low cost instrument rental, and scholarships to statewide workshops. The program values a quality music education and cultivates life long skills in our youth.

Since its inception CYMP has remained dedicated to the mission of inspiring youth in the art of music making and mariachi culture. The program has found support from local mariachi musicians, workshops and inspired schools to begin their own programs. We are committed to fostering the appreciation and value of mariachi education in our youth and their families through a high quality and accessible music program.

### **Reasons to partner with the Colorado Youth Mariachi Program:**

- 1) **Supports Youth:** Continual support from sponsors and donors helps maintain our music classes and instrument rentals low cost for our youth. 90% of our students would not be involved with music if it wasn't for our affordable tuition and rental programs.
- 2) **Latino Audience:** The Latino/Hispanic population in Aurora, Commerce City and Denver continue to rise. Supporting a completely bilingual and bicultural organization is the best way to reach this rising demographic as well as reassures the community that their traditions and history is one of your core values.
- 3) **Community Support:** CYMP creates a community-based outlet for youth who otherwise would be unable to access private music lessons, music enrichment and performance opportunities. Public events such as their student recital, allow for community entertainment, interactive family activities and international exchange.

### **\$50 Sponsor: Ranchera Level**

- Tax Receipt provided
- Thank you card signed by the students of the Colorado Youth Mariachi Program.
- Recognition on the **Winter Recital** printed program.

### **\$100 Sponsor: Bolero Level**

- Tax Receipt provided
- Recognition on the **Winter Recital** printed program.
- Thank you card signed by the students of the Colorado Youth Mariachi Program.
- Recognition logo listed on the event flyer, social media and website.

### **\$250 Sponsor: Son Level**

- Tax Receipt provided
- Recognition on the **Winter Recital** printed program.
- Thank you card signed by the students of the Colorado Youth Mariachi Program.

- Recognition logo listed on the event flyer.
- Recognition logo listed on the event flyer, social media and website.
- Marketing table, banner and logo displayed at the event venue.

**\$500 Sponsor: Huapango Level**

- Tax Receipt provided
- Recognition on the **Winter Recital** printed program.
- Thank you card signed by the students of the Colorado Youth Mariachi Program.
- Recognition logo listed on the event flyer.
- Recognition logo listed on the event flyer, social media and website.
- Marketing table, banner and logo displayed at the event venue.
- Logo and name will be included in the event banner on stage.