



Puertorrican Culture Preservation Inc.  
P.O. Box 4343 • Allentown, PA 18105

Phone: (484) 619-8852 • Email: [info@prculturepreservation.org](mailto:info@prculturepreservation.org) • Website: [www.prculturepreservation.org](http://www.prculturepreservation.org)

## **SPONSORSHIP OPPORTUNITY**

Dear: Sponsor,

On Sunday, July 28, 2024 the Puertorrican Culture Preservation Inc. (PRCP) will bring the annual Lehigh Valley Day Puerto Rican Parade to 5th Street in Allentown and the Culture, Arts and Music Festival Celebration to Executive Academy School at 555 Union Blvd Allentown, PA.

We would like to invite you to join us as a **Parade and Festival Sponsor** and help us continue to provide our community with this important cultural celebration. The Festival and Parade has become one of the greatest and most successful events in the city of Allentown and brings over 20,000 people from all over the Lehigh Valley, Reading, Lancaster, Philadelphia, Camden, York, Berks County, NJ, NY and PR to our region. This is a great opportunity for your company to advertise and share your business and services with the Lehigh Valley's fastest growing population, Latinos. Your partnership PRCP is an investment in the community.

Our annual Festival and Parade celebrates our culture and roots with Bomba drumming and dancing, costumes, Caribbean foods from local and regional vendors, music, bands, folkloric dancers, floats, Vejigantes (masked Carnival performers), businesses, agencies, twirlers, prancing horses, community groups, and motorcycle and car clubs. We focus on creating a multi-generation, all ethnicities welcome, fun, family atmosphere.

Enclosed is a form outlining our **Festival Sponsor** opportunity levels to reserve your space, please complete and return with payment no later than June 1, 2024, If you need additional information, please feel free to contact me at: [info@prculturepreservation.org](mailto:info@prculturepreservation.org).

Thank you for your consideration. We can guarantee you a wonderful day filled with music, dancing, fellowship, food and the best opportunity to advertise your Business face to face. Hope to see you at our Festival and Parade!

Sincerely,

*Flor M. Velez*

Flor Velez, PRCP Board President



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### **FESTIVAL SPONSOR LEVELS**

YES! I want to be a sponsor of Puerto Rican Festival and Parade at the following level (please check level):

**Sponsor Business Name:** \_\_\_\_\_

- CACIQUE SPONSOR (Taínos Chief)*** **\$5,000**
- Banner on stage
  - Sponsor “call out” by our event MC on stage
  - Festival space (size 10x10)
  - Space in the Parade
  - Mention on our webpage and in social media
  - Your business link in the webpage.
  - 5 minutes on stage
- COQUI SPONSORS (Tiny Puerto Rican frog symbol best known in Puerto Rico)*** **\$3,800**
- Sponsor “call out” by our event MC on stage
  - Space in Festival
  - Space in the Parade
  - Honorable mention on our website page
- CUATRO SPONSORS (String musical instrument)*** **\$2,500**
- Honorable mention on our website page
  - Space in Festival
- FLOR DE MAGA (National flower of Puerto Rico)*** **\$1,000**
- Honorable mention in our website
- AMIGO (I’m unable to sponsor but would like to make a donation!)**  
\$ \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Name of Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Enclosed is my check for \$ \_\_\_\_\_ payable to Puerto Rican Culture Preservation, Inc.**

**Please complete this form and return with your check in the enclosed envelope to:  
Puertorrican Culture Preservation Inc. P.O. Box 4343 • Allentown, PA 18105  
For ads, please forward your camera-ready artwork via email to [info@prculturepreservation.org](mailto:info@prculturepreservation.org).**