



## Greater Waterbury Puerto Rican Day Parade & Festival Inc.

### 2023 Media and Investment Opportunities

The Greater Waterbury Puerto Rican Day Parade & Festival, Inc. Is proud to announce the **2023 Annual Greater Waterbury Puerto Rican Day Festival, "BoriFest," will be Saturday, July 22, 2023.** The parade will follow a route via Hartford's main streets that will culminate at Bushnell Park where the festival will take place.

#### Executive Directors

Nelson Rafael Feliciano  
**President**

Gisela Lisa Medina  
**Vice- President**

Nicole Delgado  
**Secretary**

Lindsay Santiago  
**Treasurer**

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Denise Martinez  
Nancy Echevarria  
Luis Santiago  
John Martinez  
Gloria Silvestry  
Jean Canet Torres  
Cinthia Cabrera  
MaLisa Blasini

#### 2023 Royal Court

Jayleen Rivera  
**Miss Puerto Rico**

Angelo Martone  
**Mr Puerto Rico**

Roseminely Cruz  
**Miss Puerto Rico  
Teen**

Luis Miguel Santiago  
**Mr. Puerto Rico Teen**

The the festival are the perfect opportunity for your business, company or organization to continue demonstrating support for the Latino community and a remarkable way to promote your brand/service to this rapidly growing demographic. Sponsors like you ensure both of these events are a success and now is the perfect time to get involved.

With an estimated participation of 5,000 - 8,000 this year the investment opportunities include:

- an intimate connection with the region's Puerto Rican and Latino community
- prominent recognition at the event
- an assigned number of VIP tickets to several events leading to and including the parade and festival
- extensive media coverage that will provide trade advertising on printed and digital promotional materials

Your partnership is invaluable to our success as a fully volunteer-run, nonprofit organization. With your contribution, we will be able to continue enriching our community by exposing our youth to the beautiful Puerto Rican culture, and hosting our many long standing cultural events such as the Miss Puerto Rico of Greater Waterbury Pageant, Raices Gala and hopefully in 2024 a Parade.

Attached is information sponsorships and how you can participate. We are excited for you to join us! We look forward to answering any questions you may have. For information contact Rafael (Rafa) at (203) 910-5707 or email us at [waterburyprparade@gmail.com](mailto:waterburyprparade@gmail.com).

Thank you in advance for your continued support of our community.

Sincerely,

Nelson Rafael Roman  
President

## Our Events

Greater Waterbury Puerto Rican & Festival - BoriFest  
July 22,2023



Mr & Miss Puerto Rico  
of Greater Waterbury  
Cultural Pageant -  
September 9, 2023



Samuel Tirado Honorees  
Kick Off Event  
June 22, 2023

## Our Audience

Event	Attendance
Honoree/Kick Off Event	~150 estimated
Pageant	~200 estimated, family members and friends
Parade	*Coming 2024
Festival	5,000 - 10,000 estimated

### **ISLA PLATINUM INVESTMENT**

**\$7,500**

- Lead sponsor of the Parade & Festival
- Premium stage speaking opportunity during the Festival
- Prominent mention in promotional announcements advertising on radio/TV/social media campaigns during the eight weeks preceding the event
- 2 Radio Interviews with the Parade Organizers two weeks before the event
- Exclusive visit of 2023 Mr. & Ms Waterbury Puerto Rico
- Promotional messages to air on media sponsor – tagged with sponsors audio, message and logo.
- Sponsored social media posts encouraging people to attend the Parade and tune-in to our official media sponsor to watch tagging your social pages.
- Your logo featured adjacent to all news stories highlighting the Parade and the causes it supports: promoting leadership and education, celebrating traditions and being involved in community services. All stories posted to category on our media sponsors page.
- NEWS team will feature your business and employees showcasing your commitment to the Puerto Rican community in a content package air on special program at newscast the week leading up to the Parade.
- Logo on signage near the NEWS sponsor broadcast desk
- Lead sponsor identification in the live Parade coverage on NEWS sponsor
- 15 VIP tickets to attend all parade and festival events
- Sponsor logo on all printed, social media and web marketing materials
- Logo on Waterbury PR Parade website for one year linked to sponsor website
- Banner placed on stage (provided by sponsor)
- Exhibitor booth and table at the Festival (provided by sponsor)
- 1 Full Page Color Ad in the event Raices Gala on November 2024.
- 5 VIP Tickets to the Inaugural Raices Gala in November 2024.
- Prominent mention on social

### **COQUI GOLD INVESTMENT**

**\$3,500.00**

- Prominent mention in promotional announcements advertising on radio/TV/social media campaigns during the six weeks preceding the event
- 12 VIP tickets to attend all events
- Sponsor logo on all printed, social media and web marketing materials
- Logo on Waterbury PR Parade website for one year linked to sponsor website
- Banner placed on stage (provided by sponsor)
- Exhibitor booth and table at Festival (provided by sponsor)
- Sponsors at this level have first right of refusal for business exclusivity at the Festival.

### **FLAMBOYAN SILVER INVESTMENT**

**\$1,500.00**

- Prominent mention in promotional announcements during the four weeks advertising radio/TV campaigns.
- 10 tickets for all VIP Events
- Sponsor logo in all printed, social media and web marketing materials
- Logo on Waterbury PR Parade website for one year linked to sponsor website
- Banner placed on stage (provided by sponsor)
- Exhibitor booth and table at the Festival (provided by sponsor)

**LATON CITY (BRASS CITY) INVESTMENT****\$800.00**

- Logo placement in promotional announcements during the two weeks advertising TV campaigns.
- Company mention on all printed, social media and web marketing materials.
- Sponsor name on Waterbury PR Parade website for one year linked to sponsor website
- 3 tickets for all VIP Events
- Exhibitor booth and table at the Festival (provided by sponsor)

**EL MORRO INVESTMENT****\$500.00**

- Company mention on all printed, social media and web marketing materials.
- Sponsor name on Waterbury PR Parade website for one year linked to sponsor website
- 2 tickets for all VIP Events
- Exhibitor booth and table at the Festival (provided by sponsor)

To confirm your participation, please complete and return this form along with your **Camera Ready Ad (hi- resolution jpg)** and check payable to **Greater Waterbury Puerto Rican Day Parade & Festival Inc** to:

**Greater Waterbury Puerto Rican Day Parade & Festival, Inc.**  
**c/o Lindsay Santiago, Treasurer**  
**120 Anderson Avenue**  
**Waterbury, CT 06708**

For information contact **Rafael (Rafa)** at **(203) 910-5707** or email us at [waterburyprparade@gmail.com](mailto:waterburyprparade@gmail.com)

<input checked="" type="checkbox"/>	DESCRIPTION	INVESTMENT	TOTAL
	<b>SPONSORHIPS</b>		
	ISLA PLATINUM	\$7,500	
	COQUI GOLD	\$3,500	
	FLAMBOYAN SILVER	\$1,500	
	LATON BRASS	\$800	
	EL MORRO	\$500	
<b>TOTAL ENCLOSED:</b>			

<b>Contact Name</b>	<b>Title</b>
<b>Company Name</b>	
<b>Address</b>	
<b>City/State/Zip</b>	
<b>Phone</b>	<b>Fax</b>
<b>Email Address</b>	