



Greater Waterbury Puerto Rican Day Parade & Festival Inc.

2024 Media and Investment Opportunities

The Greater Waterbury Puerto Rican Day Parade & Festival, Inc. Is proud to announce the **2024 Annual Greater Waterbury Puerto Rican Day Festival & Parade - "BoriFest,"** the Official Puerto Rican Festival will be **Saturday, September 14, 2024,** and our Puerto Rican Day Parade is **Sunday September 15, 2024.**

Executive Directors

Gisela Lisa Medina
President

Jean Canet Torres
Vice- President

Elizabeth Rodriguez
Secretary

Gloria Silvestry
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Nancy Echevarria
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Rafael Felicaino-
Roman
Nicole Delgado
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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 and parade 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 Gisela (Lisa) at (203) 641-8674 or email us at waterburyprparade@gmail.com.

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

Sincerely,

Gisela Lisa Medina

Gisela Lisa Medina
President

Our Events

Greater Waterbury Puerto Rican Festival - **BORIFEST**
September 14, 2024



Mr & Miss Puerto Rico of Greater Waterbury Cultural Pageant -
June 27th, 2024



Samuel Tirado Honorees Kick Off Event
August 15, 2024



Greater Waterbury Puerto Rican Parade
September 15, 2024

Our Audience

Event	Attendance
Honoree/Kick Off Event	~150 estimated
Pageant	~200 estimated, family members and friends
Parade	~ 4,000 Estimated
Festival	~ 5,000 ~ 8,000 estimated

ISLA PLATINUM INVESTMENT

\$8,000

- 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 2024 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
- 10 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)
- Prominent mention on social

COQUI GOLD INVESTMENT

\$4,000.00

- Prominent mention in promotional announcements advertising on radio/TV/ social media campaigns during the six weeks preceding the event
- 6 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)

FLAMBOYAN SILVER INVESTMENT

\$2,00.00

- Prominent mention in promotional announcements during the four weeks advertising radio/TV campaigns.
- 4 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

\$1,000.00

- 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
- 2 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
- 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 **Gisela Medina** at (203) 641-8674 or email us at waterburyprparade@gmail.com

<input checked="" type="checkbox"/>	DESCRIPTION	INVESTMENT	TOTAL
	SPONSORHIPS		
	ISLA PLATINUM	\$8,000	
	COQUI GOLD	\$4,000	
	FLAMBOYAN SILVER	\$2,000	
	LATON BRASS	\$1,000	
	EL MORRO	\$500	
TOTAL ENCLOSED:			

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