



# SPONSORSHIP OPPORTUNITIES

2026

[WATERBURYPR.ORG](http://WATERBURYPR.ORG)



A program of the:  
Afro-Caribbean Cultural Center  
15 Martin Street, Waterbury, CT  
[www.taino-nation.org](http://www.taino-nation.org)

# Wepa! Mi Gente!

Dear Valued Business and Community Partner,

On behalf of the 2026 Greater Waterbury Puerto Rican Day Parade & Festival Planning Committee and the Afro-Caribbean Cultural Center, I extend our deepest gratitude for your continued support and generosity. Because of partners like you, this celebration has grown into a powerful cultural tradition in our region, and we are proud to enter our fourth year stronger than ever.

This year, we are thrilled to announce an exciting expansion: the 2026 Parade & Festival will now be a two-day celebration. (Friday September 18, 2026 & Saturday September 19, 2026). This growth creates an even greater opportunity for your company and brand to be showcased and recognized across two full days of programming, reaching more visitors, families, and community members than ever before.

Our 2026 theme, “Boricua Taíno,” honors the Taíno roots and living legacy within Puerto Rican identity. Through this theme, we celebrate not only our indigenous heritage but also the collective history of Puerto Ricans and their lasting contributions to the cultural, economic, and social fabric of Greater Waterbury.

As we gather in pride, culture, and unity, we proudly proclaim:

“¡Que viva Puerto Rico y su gente valiente!”

Your partnership plays a vital role in making this celebration possible, and we are honored to share this journey with you. We look forward to continuing this meaningful collaboration and highlighting your support throughout this expanded two-day festival experience.

With sincere appreciation and in service,

En Servicio,

Rafael Feliciano-Roman  
President & CEO / Founder  
Afro-Caribbean Cultural Center  
Greater Waterbury Puerto Rican Day Parade & Festival



# our mission



The vision of the Greater Waterbury Puerto Rican Day Parade and Festival Committee is to catalyze positive change for the Puerto Rican Community in Greater Waterbury.

We will do this by:

- Increasing Civic Engagement & Participation.
- Serving as a Hub & Physical space for the new Puerto Rican diaspora coming from the island.
- Creating & Sustaining Education, Sports and the Arts for young to young at heart.
- Ensuring the Community is always involved and included and has a seat at the table.
- Creating and Maintaining a Greater Waterbury Puerto Rican Agenda.

In short, we will work to ensure the Puerto Ricans in this area are the priority and an option, in perpetuity.

The Afro Caribbean Cultural Center (ACCC) is a vibrant home for Caribbean, Taino and afro-descendent cultures, in Connecticut. Our Center without walls philosophy means we will perform our work in spaces (art and cultural institutions) that already exist.

A multi-disciplinary center, ACCC integrates the arts, education, activism, and conscious cultural tourism to foster social transformation. We document and present the creative genius of African Diaspora cultures, prepare the next generation of cultural leaders, and unite Diaspora communities.



# sponsorship

Greater Waterbury Puerto Rican Day Parade & Festival Committee truly values the support of businesses and organizations. Without great sponsors helping drive awareness, our mission would not be possible. We offer a variety of promotional assets in our sponsorship levels including entitlements, digital media, print, grass roots activations, B2B opportunities and more. There is truly a sponsorship level for everyone.

		Presenting	Coqui	Flamboyant	Isla	Laton	Local Partner
		\$7,000	\$5,000	\$3,000	\$1,500 <sup>†</sup>	\$1,000 <sup>†</sup>	\$500
<b>PARADE</b>	Parade units included	3	2	1	1		
<b>FESTIVAL</b>	Dedicated prime Sponsor area booth space	10x20	10x20	10x10	10x10	10x10	
10,000+ visitors (2022/2023 Combined)	Exclusive presenting banner	✓					
	Banner placement	✓	✓	✓	✓		
	Recognition in festival announcements	✓	✓	✓	✓	✓	
<b>WEBSITE</b>	Banner ad on home page	✓					
waterburypr.org (6K annual visits)	Logo placement on home page	✓	✓				
	Logo on sponsorship page & link to site	✓	✓	✓	✓	✓	✓
<b>EMAIL BLASTS</b>	Logo in email blasts (5K+ subscribers)	✓	✓	✓	✓	✓	
<b>SOCIAL MEDIA</b>	Facebook posts (2K+ followers)	3	2	1	1	1	1
	Instagram posts (1K+ followers)	3	2	1			
	Tik Tok (1K+ followers)	3	2	1			
<b>LATON GUIDE</b>	Official Virtual PR Guide advertisement	2 Pages	1 Page	1/2 Page	1/4 Page		
<b>LOGO VISIBILITY</b>	Sponsor logo added to WPR logo	✓					
	Board/Production Team shirts	✓					
	Volunteer T-shirts	✓	✓				
	Official sponsor listing	✓	✓	✓	✓	✓	✓
	Main stage LED wall	✓	✓	✓	✓	✓	✓
	Advertising as available	✓	✓	✓	✓	✓	
<b>VIP EXPERIENCE</b>	VIP Lounge access passes	10	7	5	2		
	Other pride event access passes	✓	✓	✓			

Level amounts are based on a cash donation or in some cases an in-kind trade based on the current documented market value of provided goods and services (including media and advertising services). Benefits expire if unused and cannot be exchanged or transferred without prior approval.

Small businesses and non-profits with 20 or fewer employees and under \$2M in annual revenue will receive 50% off Coqui & Flamboyant base levels. We reserve the right to verify an organization's status in order to qualify.

(1) Parade unit is defined as either: a) an allotment of up to 50 walkers b) one vehicle that is not a float c) one float including tow vehicle. ACCC /WPR does not provide vehicles, floats, decor or other materials.

# extras

Extra opportunities are in addition to existing sponsorship levels and begin at the pricing shown below, are exclusive (unless otherwise noted) and require a minimum base sponsorship level. Extra opportunities may include additional benefits and requirements, please inquire with our sponsorship team for details.

## PARADE \$3,000 + BASE SPONSORSHIP

As one of the most visible segments of our festival, this will bring attention to your brand and show your support for the Puerto Rican community. Your banner, float and marchers will help kick off the parade. (Flamboyant level or higher)

## FESTIVAL STAGE SPONSOR \$2,500 + BASE SPONSORSHIP

With vendors, food and bars nearby, each stage will feature top talent, attract a captive crowd and spotlight your brand. Sponsorship is per stage. (Flamboyant level or higher)

## VIP EXPERIENCE LOUNGE \$1,500 + BASE SPONSORSHIP

Our VIP Lounge is perfect to host and entertain. Located with fantastic views of festival and entertainment. Sponsorship is for sole VIP lounge. (Flamboyant level or higher)

## ADDITIONAL OPPORTUNITIES

ATMs	<b>\$2,000 + Laton or higher</b>
Parade Review Stand	<b>\$1,500 + Laton or higher</b>
Kick-Off Reception	<b>\$1,500 + Laton or higher</b>
Official After Party	<b>\$1,500 + Laton or higher</b>
Portalets	<b>\$1,000 + Laton or higher</b>
Security Walkies	<b>\$500 + Laton or higher</b>
Volunteer HQ	<b>\$500 + Laton or higher</b>



# 2025 Sponsors

SAVE THE DATE **GREATER WATERBURY**  
**PUERTO RICAN**  
*Weekend*  
**SEPT 18<sup>TH</sup> & SEPT 19<sup>TH</sup>**

### 2026 PARADE & FESTIVAL THEME

**#BORICUATAÍNOS #WATERBURYTAÍNO**

**THANK YOU TO OUR 2025 SPONSORS**  
 WANT TO SPONSOR 2026 - EMAIL [WATERBURYPRPARADE@GMAIL.COM](mailto:WATERBURYPRPARADE@GMAIL.COM)

### 2026 TAÍNOBORICUA AGENDA

**DATE TO BE ANNOUNCED - AUGUST 2026**  
 THE RIVERA MEMORIAL FOUNDATION'S ANNUAL WINE TASTING FUNDRAISER  
 2026 LOCATION TO BE ANNOUNCED  
 6:00 PM - 9:00 PM | TICKETS \$30.00

**FRIDAY SEP 18, 2026**  
 GREATER WATERBURY PUERTO RICAN DAY  
**4TH ANNUAL BORIFEST - DAY 1**  
 LIBRARY PARK, 267 GRAND STREET, WATERBURY, CT 06702  
 3:30 PM - 8:00 PM  
PRODUCED BY GW PR PARADE & FEST & RICHIE RICH ENT / RAIN DATE SAT SEPT 19, 2026

**SATURDAY SEPT 19, 2026**  
 GREATER WATERBURY PUERTO RICAN PARADE & FESTIVAL  
**4TH ANNUAL PUERTO RICAY DAY PARADE - "BORICUA TAÍNO"**  
 KICK-OFF 11:00 AM EAST MAIN STREET TO DOWNTOWN AND ENDS AT LIBRARY PARK

**SATURDAY SEPT 19, 2026**  
 GREATER WATERBURY PUERTO RICAN DAY  
**4TH ANNUAL BORIFEST - DAY 2**  
 LIBRARY PARK, 267 GRAND STREET, WATERBURY, CT 06702  
 12:00 PM - 8:00 PM  
PRODUCED BY GW PR PARADE & FEST & RICHIE RICH ENT / RAIN DATE SUN SEPT 20, 2026

**SATURDAY SEPT 19, 2026**  
 THE COMMISSIONERS LOUNGE PRESENTS:  
**3<sup>RD</sup> ANNUAL WHITE PARTY: OFFICIAL AFTER PARTY**  
 350 FAIRFILED AVENUE, WATERBURY CT  
 9:00 PM | TICKETS \$20 PP / \$10 FOR MEMBERS

**PRESENTING SPONSORS**

**LATON SPONSORS:**

**COMMUNITY SPONSORS**

**MEDIA PARTNERS**

FUNDING FOR THIS EVENT HAS BEEN PROVIDED BY THE CONNECTICUT STATE LEGISLATURE AND IS ADMINISTERED BY THE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT, OFFICE OF THE ARTS.  
 FLYER DESIGNED BY: RAFAEL FELICIANO-ROMAN, RAFAELSERVICES413@GMAIL.COM

We love showcasing partners who are passionate about supporting Puerto Rican culture & identity. Want to see your company or organization listed here? Contact [waterburyprparade@gmail.com](mailto:waterburyprparade@gmail.com) right away!



## 2026 EVENT SPONSORSHIP OPPORTUNITIES FORM

PLEASE INDICATE YOUR CHOICE BELOW:

2026 PARADE & FESTIVAL EVENT SPONSORSHIP OPPORTUNITIES					
Presenting Sponsor*	<input type="checkbox"/>	\$7,000	<i>Community Partner</i>	<input type="checkbox"/>	\$500
Coqui Sponsor*	<input type="checkbox"/>	\$5,000	<i>Parade (+Base Sponsorship Amount )</i>	<input type="checkbox"/>	\$3,000
Flamboyant Sponsor*	<input type="checkbox"/>	\$3,000	<i>Stage (+Base Sponsorship Amount )</i>	<input type="checkbox"/>	\$2,500
<i>Isla Sponsor*</i>	<input type="checkbox"/>	\$1,500	<i>VIP (+Base Sponsorship Amount )</i>	<input type="checkbox"/>	\$1,500
<i>Latón Sponsor*</i>	<input type="checkbox"/>	\$1,000	ADDITIONAL OPPORTUNITIES AMOUNT		\$ _____
<b>TOTAL SPONSORSHIP AMOUNT</b>					<b>\$ _____</b>

*\*A percentage of in-kind donations may be accepted from these high level sponsorships. Sponsor Exhibitor Space is available with arrangements made one month prior to the event.*

**PLEASE CONTACT ME:**

*I'd like to discuss a customized sponsorship package as a Puerto Rican Day Festival Sponsor.*

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Website: \_\_\_\_\_ Date of submission: \_\_\_\_\_

*Make checks payable to: **Afro-Caribbean Cultural Center** (Memo Line: Waterbury PR 2026)  
or you can pay by credit card by completing the information below. Address Above must match card info below.*

Credit Card Information	
Visa – MasterCard – American Express	
Name as appears on card:	Expiration Date:
Card Number:	Security Code:
Signature:	

**To ensure recognition in promotional materials, donations must be received by May 31, 2026**

**Afro-Caribbean Cultural Center, Inc.** | 15 Martin Street, Waterbury, Connecticut 06702  
 | Office Phone: (831) 633-2465 | Web: taino-nation.org | Email: waterburyprparade@gmail.com  
 501(c)(3) Nonprofit | EIN 88-2014721



Thank you for taking the time to review our partnership opportunities—we appreciate your support of our event! Complete the form and submit payment to secure your spot as a 2026 sponsor. Remember that the earlier you register, the earlier you can start seeing the benefits of your sponsorship. In addition to the packages listed here, we welcome the opportunity to discuss customized packages. W-9 and Invoice available.

# next steps

Contact the sponsorship team at:

[waterburyprparade@gmail.com](mailto:waterburyprparade@gmail.com)

[WATERBURYPR.ORG/WATERBURYPRSPONSORS](http://WATERBURYPR.ORG/WATERBURYPRSPONSORS)

**4th Annual Festival**  
**September 18<sup>th</sup>-19<sup>th</sup>, 2026**  
4:00 pm (Friday)  
12:00 pm (Saturday)

**4th Annual Parade**  
**September 19<sup>th</sup>, 2026**  
11:00 am Kick Off

