



# *Puerto Rican Day Parade of WNY Association, Inc.*



July 31, 2006

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Dear Friends,

***Hola! Saludos!! Greetings!!!*** We are writing to you on behalf of the Puerto Rican Day Parade of Western New York Association, Inc. (*The Association*), seeking your support for the **4<sup>th</sup> Annual Puerto Rican Day Parade** to be held in Buffalo, New York, on **Saturday, September 9<sup>th</sup>, 2006** at 1:00 pm. Our theme this year will be **“¡¡ UNIDOS PROGRESAMOS!! (UNITED, WE PROGRESS!!)”**.

The theme celebrates the unity and progress of the Puerto Rican and the Hispanic community in all aspects of life: social, religious, economic and political. As in the past, the parade will step off at 1:00pm and will travel north on Niagara Street and into the heart of Western New York’s Hispanic Community. It will then turn onto Porter Avenue and head into the beautiful LaSalle Park, where the Parade will culminate with a free concert by the waterfront.

The primary vision of the Association is to host a parade inclusive of *all* people, and the surrounding communities. Through this positive event, the Association seeks to empower the community, and in particular our youth, by providing civic and ethnic pride, celebrating the history of Puerto Rico, and increasing awareness of Latin America’s diverse cultural heritage. The Association collaborates with a variety of social and service oriented agencies to build a stronger Western New York community that is founded on pride, knowledge, respect and empowerment.

We are extremely proud to say that the parade itself is one of the largest attended events in the Western New York Hispanic community, with thousands of participants and spectators from Rochester, Buffalo, Dunkirk, Jamestown, and points beyond. We have seen this parade grow into a yearly tradition, with families, friends and neighbors coming together to show the pride of the Puerto Rican and Latino community. When you factor in the Ms. Borinquen Pageant and the concert, the exposure of your organization will be unparalleled.

As you know, the Hispanic community is a growing and thriving one. In sponsoring this event, your organization will demonstrate it’s commitment to the Hispanic community. Depending on the sponsorship level you choose, the marketing of your organization will range from participation in the parade to print advertising and radio commercials. Major sponsors will be given special mention in our public service announcements, billboards, website and official parade t-shirts. Please see the enclosed brochure for details about the sponsorship opportunities available.

Your 2006 sponsorship will be tax deductible based upon the IRS 501.C.3 status of the Association. Make checks payable to the Puerto Rican Day Parade of Western New York Association, Inc.

Thank you in advance for your consideration and sponsorship. If you have any questions, please don’t hesitate to contact us at the address or phone number listed below. We greatly appreciate your support for the 4<sup>th</sup> annual Puerto Rican Day Parade of Western New York.

Sincerely,

*Miguel Santos*

Miguel Santos  
President