



Puerto Rican Day Parade of WNY Association, Inc.



May, 2011

Board of Directors

President
Charles F. Torres

Vice President
Carmen Doeseckle

Vice President
Irma Lorenzo

Treasurer
Maritza Vega

Secretary
Gloria Hernandez

Sgt-At-Arms
Maria Diaz

Honorary Hosts

Tovie Asarese

Hon. David Rivera

Committees

Parade
Arturo Salas

Pageant
Hon. Betty Calvo-Torres

Concert
Andre Hatton

Sponsorship
Irma Lorenzo
Maritza Vega

Grand Marshal 2011
Jose "Chegui" Rivera

Posthumous Grand Marshal 2011
Augustin "Pucho" Olivencia

Pageant Queen 2010-11
Tamara M. Gonzalez

Pageant Princess 2010-11
Gina Patti

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 9th annual Puerto Rican Day Parade to be held in Buffalo, New York, on Saturday, September 10th, 2011 at 1:00 pm. 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. This year's theme is "Ritmo y Sabor" (Rhythm and Flavor).

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.

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 Miss Borinquen of WNY Leadership Pageant on July 23, the Flag Raising Ceremony in front of Buffalo City Hall on September 1 and the Festival and free concerts from September 9th through the 11th, 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 2011 sponsorship will be tax deductible based upon the IRS 501.C.3 status of the Association. Please 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 our Sponsorship Committee at the address listed below, or either Maritza Vega at (716)935-9773 or Irma Lorenzo at (716)931-2338. We greatly appreciate your support for the 9th annual Puerto Rican Day Parade of Western New York.

Sincerely,

Charles F. Torres

Irma Lorenzo

Maritza Vega

Charles F. Torres
President

Irma Lorenzo
Vic-President

Maritza Vega
Treasurer



Puerto Rican Day Parade of WNY Association, Inc.



9th Annual Puerto Rican Day Parade of Western New York Sponsorship Opportunities – 2011

As our parade continues to grow, so do our sponsorship opportunities. Since 2006, the Puerto Rican Day Parade of Western New York Association, Inc., a 501 C 3 non-profit corporation, began organizing the concert after the parade, thus giving you added exposure. Last year's concert was a huge success!! Please review the sponsorship levels and let us know which is best for your company or organization.

DIAMOND LEVEL

\$10,000 or above

- *Name Prominently Listed in Website, Parade, Pageant, Flag raising Ceremony, Concert, and Press Releases*
- *Opportunity to lead a primary Division in Parade, as a group or Float*
- *Organization may fly their banner at ALL four events: Parade Grandstand, Pageant, Banquet and Concert*
- *Authorization to distribute your company's promotional materials or products at Niagara Square, Parade Grandstand, Pageant, and Concert*
- *Hyperlink to company website from ours*
- *Logo recognition in ALL printed ads, including billboards, T-shirts and official parade poster*
- *Name announced during ALL radio commercials AND public appearances by the Pageant Queen, Princess and organizers*
- *VIP seating for 20 members at the Miss Borinquen of WNY Pageant and 20 T-shirts*
- *Public appearance of Pageant Queen or Princess at Company function*

PLATINUM LEVEL

\$5000-9,999

- *Name Listed in Website, Parade, Pageant, Flag raising Ceremony, Concert Program and Press Releases*
- *Opportunity to lead a Division in Parade, as a group or Float*
- *Organization may fly their banner at three events: Parade Grandstand, Pageant and Concert*
- *Authorization to distribute your company's promotional materials or products at Niagara Square or at Parade Grandstand area*
- *Hyperlink to company website from ours*
- *Logo recognition in ALL printed ads, including billboards, T-shirts and official parade poster*
- *Name announced during ALL radio commercials AND public appearances by the Pageant Queen, Princess and organizers*
- *VIP seating for 12 members at the Miss Borinquen of WNY Pageant and 12 T-shirts*
- *Public appearance of Pageant Queen or Princess at Company function*

P.O. Box 166 Buffalo, New York, 14202 Phone: (716) 668-4601 Fax: (716) 842-0252

A 501 C 3 Non-Profit Corporation

Email: Parade@prparadeofwny.org

Website: www.prparadeofwny.org

Sponsorship Opportunities Continued – 2011

We have sponsorship opportunities for all budgets!!!!.

GOLD LEVEL

\$2500-4,999

- *Name Listed in Website, Parade, Pageant, Flag rising, Concert Program and Press Releases*
- *Participation in Parade as a group or Float*
- *Organization may fly their banner at three events: Parade Grandstand, Pageant and Concert*
- *Hyperlink to company website from ours*
- *Logo recognition in all printed ads, T-shirts and official parade poster*
- *Name announced during parade, pageant, concert and some radio commercials*
- *VIP seating for 8-10 members at the Miss Borinquen of WNY Pageant and 8-10 T-shirts*

SILVER LEVEL

\$1000-2499

- *Name Listed in Website, Parade, and Pageant or Concert Program*
- *Participation in Parade as a group or Float*
- *Organization may fly their banner at one event: Parade Grandstand, Pageant or Concert*
- *Name announced during parade, pageant, and concert*
- *Logo recognition on T-shirts*
- *VIP seating for 6 members at the Miss Borinquen of WNY Pageant and 6 T-shirts*

BRONZE LEVEL

\$500-999

- *Name Listed in Website, and Parade, Pageant or Concert Program*

FRIEND AND IN-KIND DONATIONS

\$200-499

- *Name Listed in Website*

Contact us at Parade@prparadeofwny.org or (716) 668-4601 should you have any questions, comments or are interested in sponsoring specific events.

P.O. Box 166 Buffalo, New York, 14202 Phone: (716) 668-4601 Fax: (716) 842-0252

A 501 C 3 Non-Profit Corporation

Email: Parade@prparadeofwny.org

Website: www.prparadeofwny.org

9th Annual Puerto Rican Day Parade of Western New York
Saturday, September 10th 2011
Sponsor Enrollment Form

Thank you for taking the time to review our brochure, and supporting our parade, pageant, concert and associated events. Please take a few moments to fill out the form, so that we may properly identify you and your organization to our community.

Name of Organization: _____

Contact Person: _____

Title: _____

Address: _____

City/State/Zip: _____

Telephone: _____ *Cell phone:* _____

Email Address: _____

Company Web Address: _____

Short description of Company and the products or services it provides:

Sponsorship Level: (Please check)

Diamond (\$10,000 or above) _____ *Silver (\$1,000-\$2,499)* _____

Platinum (\$5,000-\$9,999) _____ *Bronze (\$500-\$999)* _____

Gold (\$2,500- \$4,999) _____ *Friend and In-Kind (\$200-\$499)* _____

Other _____

Note: For Silver Level and above, please enclose a floppy or compact disk with your organization Logo or email it to Parade@prparadeofwny.org.

Enclosed is my check for \$_____ made payable to:

The Puerto Rican Day Parade of Western New York Association, Inc
PO Box 166
Buffalo, New York, 14201