



**TEATRO EXPERIMENTAL YERBABRUJA, INC.**

*...connecting the arts with constructive social change & economic opportunity*

February 1, 2020

Subject: The 54<sup>th</sup> Annual Puerto Rican/Hispanic Day Parade in Brentwood -  
Sponsorships Available

Greetings!

Planning for the 54<sup>th</sup> annual Puerto Rican/Hispanic Day Parade on Sunday June 7, 2020 is well underway, and we invite you to support us by sponsoring this much-anticipated event! Thousands of marchers and an audience of many tens of thousands from Long Island and beyond provide sponsors with a superb opportunity to expand brand recognition and loyalty, and to support the event's demonstration of solidarity among our diverse Latino and non-Latino populations.

Back by popular demand! Top-level sponsorship benefit packages will once again include floats. Please see the attachment for a full description of the benefits available at each of the levels.

Should you have any questions or wish to meet with us to discuss the various sponsorship options, please feel free to contact me (see below) or our Board President, Steve Bard (cell/text 631-335-4253, email sbardesq@aol.com).

Sincerely,

*Margarita Espada*

Executive-Artistic Director

Enc.

P.O. Box 609, Central Islip NY 11722  
(631) 626-3603 E-mail: [teatroyerbabruja@gmail.co](mailto:teatroyerbabruja@gmail.co) Web site: [www.teatroyerbabruja.org](http://www.teatroyerbabruja.org)

## **PUERTO RICAN/HISPANIC DAY PARADE IN BRENTWOOD - SPONSORSHIP APPLICATION**

The 54<sup>th</sup> annual Puerto Rican/Hispanic Day Parade is planned for Sunday June 7, 2020, on Fifth Avenue in Brentwood, Long Island. This multicultural and family-friendly celebration attracts some 50-60,000 marchers and parade watchers, rain or shine, and includes exuberant music, dance and festive floats.

**The following sponsorship opportunities are available:**

- **SUPERHERO - \$12,000** – A prominent place in the Parade with a decorated float including a sponsor-identification banner and live band or DJ; a sponsor-supplied banner on/in front of the grandstand; frequent mention of your sponsorship from the grandstand; an opportunity to speak to the audience from the grandstand and be awarded a plaque of appreciation; at least one print media story mentioning your organization; at least two interview opportunities on La Fiesta Radio, 98.5FM, and on other major electronic media outlets; 200 60-second recorded sponsorship mentions on La Fiesta Radio; a check presentation press conference/release; as many information booths/tables along the Parade route as the sponsor wishes to provide, including one near the grandstand; prime mention on the Parade website and social media.
- **HERO - \$10,000** – Same as above except no live band or DJ provided (supporter may provide).
- **SAVIOR - \$6,000** – A place to march in the Parade; sponsor-provided banner, and booth, near the parade grandstand, and an opportunity for sponsor to speak at said event; prime mention on the Parade website and social media.
- **CHAMPION - \$3,000** – A place to march in the parade; sponsor-provided banner in parade grandstand area; mention on the Parade website and social media.
- **SUPPORTER - \$1,000** - A place to march in the Parade **OR** a booth space; mention on the Parade website and social media.

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Please complete the following and submit to Teatro Experimental Yerbabruja, Inc., via regular mail to Post Office Box 609, Central Islip NY 11722, email [sbardesq@aol.com](mailto:sbardesq@aol.com), or text 631-335-4253. Checks should be made payable to our organization (with the memo line reading PARADE SPONSOR) and mailed to the same address.

WE APPLY FOR THE FOLLOWING (insert category name and \$ amount): \_\_\_\_\_

NAME & ADDRESS OF APPLICANT: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

TEL. #: \_\_\_\_\_

TEXT #: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_