



# Jersey City Puerto Rican Heritage, Arts & Culture

60th Annual Jersey City Puerto Rican Day Parade

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## MEDIA KIT

**Festival and Parade: August 16<sup>th</sup> & 17<sup>th</sup>, 2020**

Jersey City Puerto Rican Heritage, Arts and Culture, Inc is extremely excited to be organizing the 60<sup>th</sup> Annual Jersey City Puerto Rican Heritage Festival and Parade. We are proud to uphold the tradition of the great leaders before us while revitalizing certain aspects in order to unify both older and young generations alike. The Jersey City Puerto Rican Heritage Arts & Culture vision is to promote and strengthen the multi-faceted historical, cultural and artistic diversity that the Puerto Rican Community contributes through education, social justice and the preservation of the established folklore of its' celebrated people, especially the uplifting of our youth. This year we will continue with tradition and keep the selected "Mas Fuerte Que La Lucha" ("Stronger than the Struggle") as our theme. We felt the "Mas Fuerte Que La Lucha" is especially fitting as we plan to host an array of events and community gatherings promoting love, unity, pride, diversity and culture.

We write to ask you to support our organization this year with a donation to our annual fundraising campaign. Each year, aside from the festival and parade our organization assists individuals in our community and without donation from individuals like you, this would not be possible. Donations help sustain our organization and benefit the community which we serve. We are counting on your support. We do hope that you will respond positively to our written request. Remember that your gift is tax-deductible!

Our detailed media kit will explain how your donation will be recognized in our program book, on our website, social media sites, at several functions throughout the year as well as being highlighted at both the festival and parade. If you are interested in reviewing the media kit options, we will gladly send it your way.

Thank you in advance for your support!

*JCPRHAC Team*



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## MEDIA KIT

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### History

Founded in 1961 out of a need for cultural identification by Rafael Rodriguez, Diego Berrios, Juan Benitez, Primitivo Valle, Rafael Bou and Santiago Bonilla, the group organized the first Puerto Rican Day Parade in Jersey City.

Its 60<sup>th</sup> year history has grown from a small marching group into what is considered to be the largest parade celebrating Puerto Rican culture in New Jersey. A yearlong event in the planning, this cultural affair includes events that celebrate the diversity of Puerto Rican culture and its influence through Culinary Arts, Artisans, Bomba & Plena, Dance, Percussion, Poetry, Music and Pageantry, to name a few.

### Vision Statement

Jersey City Puerto Rican Heritage, Arts & Culture's vision is to promote and strengthen the accomplished historical, cultural and artistic diversity that the Puerto Rican community contributes on an on-going basis through education and up lifting of our youth.

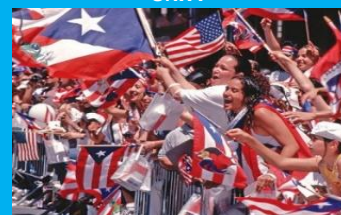
### Mission Statement

JCPRHAC's focus is on the deep roots of Puerto Rico's history embodied in our everyday lives and how it is carried from generation to generation. This is accomplished through education in the form of cultural events, workshops and community engagement. JCPRHAC is dedicated to the unification of our community by offering opportunities to become involved in the representation of Puerto Rican Heritage, Arts and Culture through sponsorship, volunteering and participation. This approach lays out a blueprint for up and coming Community leaders to further strengthen the foundation that the committed JCPRHAC team enacts into the Jersey City Puerto Rican Heritage Festival and Parade.

## COMMUNITY

Population of Puerto Ricans  
in Jersey City  
26,529

2016 American Community Survey  
UNITY



Jersey City Puerto Rican Festival Day 1  
30,000

2017/2018 JCPRHFP Committee

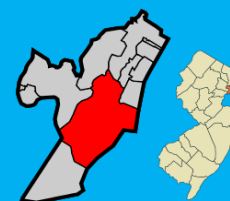


Jersey City Puerto Rican Festival Day 2  
& Parade  
30,000

2017/2018 JCPRHFP Committee

Overall Population of Jersey City  
247,597

2013 American Community Survey



NJ 3<sup>rd</sup> most PR's in USA  
468,200

Of NJ's 1.7m Latinos  
Largest Population are Hudson and  
Essex Counties  
2014 Center for PR Studies at Hunter,  
CUNY.

**OBJECTIVE:**

To provide the residents of Jersey City with events centered on the Heritage, Art and Culture of Puerto Rico. Presenting an opportunity for donors, sponsors, and attendees to be investors of our future leaders; and develops a partnership that will impact future generations.

**Where Funding Goes:**

- Parade, Festivals, Pageant Scholarships and Prizes, and Gala.
- Cover Cost of venues, permits, security, insurance, and all related costs.
- Marketing – Flyers, Posters, Journals, Advertisements

**Thank you for your interest in becoming a sponsor for the 60<sup>th</sup> Annual Jersey City Puerto Rican Parade.**

**Business Name** (as it should appear on sponsorship): \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, & Zip Code** \_\_\_\_\_

Please select level of sponsorship as referenced on page 4.

- DIAMOND - \$25,000**
- PLATINUM - \$10,000**
- GOLD - \$8,500**
- SILVER - \$5,000**
- BRONZE - \$2,500**
- \$500**
- \$300**
- \$200**
- \$100**
- \$50**

Please make check or money order payable to JCPRHAC, PO Box 8186, Jersey City, NJ 07308

I, (PRINT NAME) \_\_\_\_\_, am an authorized representative of the above referenced business and agree to pay the above amount to JCPRHAC for combo package for the JCPRHAC Pageant, Gala, 2 Day Festival and Parade.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

***MISSED THE DEADLINE? NO PROBLEM. CONTACT US FOR CUSTOMIZED SPONSORSHIP OPPORTUNITIES.***

**SPONSORSHIP LEVELS**

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	\$500	\$300	\$200	\$100	\$50
Social Media and Website listing	1 year	1 year	4 months	4 months	2 months	60 days	45 Days	30 Days	2 Weeks	2 Weeks
Display Space at <u>ALL</u> Fundraising Events	✓	✓	4 Events	2 Events	1 Event	N/A	N/A	N/A	N/A	N/A
Kiosk Space at Annual 2 Day Festival	2 Days	2 Days	2 Days	2 Days	1 Days	N/A	N/A	N/A	N/A	N/A
Annual Gala	✓	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Parade Float	✓	✓	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Printed Advertisement and Marketing	ALL	ALL	4 Ads	2 Ads	1 Ads	N/A	N/A	N/A	N/A	N/A
Parade Stage Banner (16' x16')	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	N/A
2 Day Festival Banners	✓	✓	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Posters	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	N/A
Mailings	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	N/A
Press Releases	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	N/A
Promotional Items	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	N/A
Ad Journals	✓	✓	✓	✓	✓	Logo Only	Mention In Ad	Mention In Ad	Mention In Ad	Mention In Ad
JCPRHAC T-Shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A