



JERSEY CITY PUERTO RICAN HERITAGE, ARTS & CULTURE

59TH ANNUAL JERSEY CITY PUERTO RICAN DAY PARADE

WWW.JCPRHAC.ORG
JCPRHAC@GMAIL.COM
FACEBOOK.COM/JCPRHAC
TWITTER.COM/JCPRHAC
INSTAGRAM.COM/JCPRHAC

Festival and Parade: August 17th & 18th, 2019

Jersey City Puerto Rican Heritage, Arts and Culture, Inc (JCPRHAC) is extremely excited to be organizing the 59th 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 to unify both older and young generations alike. The JCPRHAC 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.

The destruction caused by Hurricane Maria in 2017 has made it vital to honor the strength and resilience of the people. We felt it especially fitting to acknowledge the light and the fight in their spirit. Since hurricane Maria, the lights in Puerto Rico shine stronger and brighter. It is a force within the people that shines, it's the resilience of the Puerto Rican culture. They are a community of people striving and working to enhance and restore their lives by reinventing themselves and following the light within them.

We're asking that you 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 may be tax-deductible!

Our detailed media kit will explain how your donation will be recognized in our digital ad journal, on our website, social media sites, at several functions throughout the year as well as being highlighted at both the festival and parade.

Thank you in advance for your support!

JCPRHAC Team





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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 58 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 multi-faceted 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

27,108

2013 American Community Survey



Jersey City Puerto Rican
Festival Day 1

30,000

2013/2014 JCPRHFP Committee



Jersey City Puerto Rican
Festival Day 2 & Parade

30,000

2013/2014 JCPRHFP Committee





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Since December 2016 JCPRHAC has:

- Launched Website: www.jcprhac.org
- Enhanced Social Media Presence
- Hosted the monthly “Tumba La Casa”
- Created the JCPRHAC T-Shirt Campaigns
- Began “Dale un Dolar” Donation Campaign
- Partnered with CBOs/Cultural Associations
- Sold out “Noche de Amor” gala
- Record number of contingents and floats in parade
- “Festival de las Flores” Campaign (2018 Theme)
- Joined with community leaders to assist in Hurricane relief for Puerto Rico



Population of Hispanic
 Latinos in Jersey City
 68,256
 2013 American Community Survey



Overall Population of
 Jersey City
 247,597
 2013 American Community Survey
 NJ 3rd 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.

BECOME A SPONSOR

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:

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

JCPRHAC SPONSORS





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SPONSORSHIP FORM 2019

Business Name: _____

Phone: _____ Email: _____

Contact: _____

Address: _____

Website: _____

[] Logo enclosed (send electronic copies to jcprhac@gmail.com) Amount enclosed: \$ _____ NO REFUNDS

Please make check payable to JCPRHAC, Inc., 116 Brunswick Street, Jersey City, NJ 07302

Payments can also be made via PayPal

SPONSORSHIP CATEGORIES (please check box):

Gold sponsors - \$10,000:

Package includes prominent logo placement

- [] Social Media and Website listing - 1 year
[] Display Space at ALL Fundraising Events
[] 1 table at Gala
[] Kiosk Space at Annual 2 Day Festival
[] Parade Float with Custom Banners

[] ALL Advertisement and Marketing.

- Logo on Parade Stage Banner (16'x16')
• Festival Banners & posters
• Gala Step & Repeat
• Special acknowledgment at Gala
• Digital Mailings
• Press Release
• Extensive coverage in USB Digital Ad Journal

Silver sponsors - \$5,000:

Package includes logo placement

- [] Social Media and Website listing - 4 months
[] Display Space at 2 Fundraising Events
[] Kiosk Space at Annual 2 Day Festival
[] 4 Gala Tickets

[] Advertisement and Marketing - 2 Ads

- Logo on Parade Stage Banner (16'x16')
• Gala Step & Repeat
• Digital Mailings
• Press Release
• USB Digital Ad Journal

Bronze sponsors - \$2,500:

Package includes logo placement

- [] Social Media and Website listing - 2 months
[] Display Space at 1 Fundraising Event
[] Kiosk Space at Annual 2 Day Festival
[] 2 Gala Tickets

[] Advertisement and Marketing -1 Ad

- Logo on Parade Stage Banner (16'x16')
• Gala Step & Repeat
• Digital Mailings
• Press Release
• USB Digital Ad Journ

I, (PRINT NAME) _____, am an authorized representative of the above referenced business and agree to pay the above amount to JCPRHAC, Inc. for combo package for the 2 day JCPRHAC Festival and the JCPRHAC Parade.

Signature: _____ Date: _____



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SPONSORSHIP FORM 2019

Business Name _____

Phone: _____ Email: _____

Contact: _____

Address: _____

Website: _____

Please make check payable to JCPRHAC, Inc., 116 Brunswick Street, Jersey City, NJ 07302

Payments can also be made via  PayPal

Logo enclosed (send electronic copy to JCPRHAC@gmail.com) Amount enclosed: \$ _____
NO REFUNDS

ADDITIONAL SPONSORSHIP CATEGORIES (please check box):

\$500 :

This sponsorship includes logo on our website homepage, Facebook and Instagram for 60 days, logo placement in USB Digital Ad Journal, logo on Festival Stage Banner (16x16) & no additional parade participation fee.

\$250 :

This sponsorship includes logo post on Facebook and Instagram for 30 days, listing in USB Digital Ad Journal.

\$100 :

This sponsorship includes logo post on Facebook and Instagram for 2 weeks and listing in USB Digital Ad Journal.

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

I, (PRINT NAME) _____, am an authorized representative of the above referenced business and agree to pay the above amount to JCPRHAC, Inc. for combo package for the 2 day JCPRHAC Festival and the JCPRHAC Parade.

Signature: _____ Date: _____



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PARADE PARTICIPANT FORM 2019

Check In @ 10:00am - Kickoff @ 12:00pm sharp

Parade Route- Lincoln Park JFK Blvd (Belmont/Bentley) down Montgomery St to City Hall (Grove St)

Please return this form
NO LATER THAN August 6, 2019 to:
JCPRHAC
116 Brunswick Street
Jersey City, NJ 07302

For further information contact:
Dennis Ortiz, President
JCPRHAC@gmail.com
201-878-4845

Organization/Contingent Name
Mailing Address
Telephone and Email Address
Contact Person

List below NAME of ORGANIZATION to be announced at Parade and include a brief description and or history of organization

Blank lines for organization name and description.

Has your group marched in the Parade before? How many years?

Approximate number of marchers in your contingent

Will your group consist of any of the following? Band Float Banner Auto Horses
Other Please describe

Do you have any special needs to be considered in assigning your place in the parade? If so, please explain

Blank lines for special needs explanation.

Donation Amount: \$100 suggested donation
All donations should be made out to JCPRHAC, Inc. Remember that your gift may be tax-deductible!