Jersey City Puerto Rican Heritage, Arts & Culture

57th Annual Jersey City Puerto Rican Day Parade

www.jcprhac.org
jcprhac@gmail.com
facebook.com/jcprhac
twitter.com/jcprhac
instagram.com/jcprhac

MEDIA KIT

Festival and Parade: August 19th & 20th, 2017

Jersey City Puerto Rican Heritage, Arts and Culture, Inc is extremely excited to be organizing the 57th 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 have selected “Sello del Amor” (Stamp of Love) as our theme. We felt the “Sello del Amor” 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 may be 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
MEDIA KIT

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 56 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.
Since December 2016 JCPRHAC has:

- Created Website: www.jcprhac.org
- Enhanced Social Media Presence
- “Sello Del Amor” Campaign (Parade Theme)
- Created the “Que Bochinche” Newsletter
- Hosted the monthly “Tumba La Casa”
- JCPRHAC T-Shirt Campaign
- “Dale un Dolar” Donation Campaign
- Partnered with CBOs/Cultural Associations

**COMMUNITY**

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.
Business Name (as it should appear on sponsorship): _______________________________________________________ 

Phone: ___________________________ Email: ____________________________________________________________ 

Contact: __________________________________________________________________________________________ 

Address: __________________________________________________________________________________________ 

Website: __________________________________________________________________________________________ 

☐ Logo enclosed (send electronic copies to jcprhac@gmail.com) Amount enclosed: $__________________ 

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

Payments can also be made via PayPal 

SPONSORSHIP CATEGORIES (please check box): 

Platinum sponsors - $10,000: 

- Package includes prominent logo placement
  - Social Media and Website listing – 1 year
  - Display Space at ALL Fundraising Events
  - Ad in Monthly Newsletter – 1 year
  - Kiosk Space at Annual 2 Day Festival
  - Parade Float

Gold sponsors - $8,500: 

- Package includes prominent logo placement
  - Social Media and Website listing – 4 months
  - Display Space at 4 Fundraising Events
  - Ad in Monthly Newsletter – 4 months
  - Kiosk Space at Annual 2 Day Festival

Silver sponsors - $5,000: 

- Package includes logo placement
  - Social Media and Website listing – 4 months
  - Display Space at 2 Fundraising Events
  - Ad in Monthly Newsletter – 4 months
  - Kiosk Space at Annual 2 Day Festival

Bronze sponsors - $2,500: 

- Package includes logo placement
  - Social Media and Website listing – 2 months
  - Display Space at 1 Fundraising Events
  - Ad in Monthly Newsletter – 2 months
  - Kiosk Space at Day 1 of the Annual 2 Day Festival

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

Signature: ___________________________________________ Date: ___________________________

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Business Name (as it should appear on sponsorship): ___________________________________________________

Phone: ___________________________    Email: ___________________________________________________

Contact: ___________________________________________________________________________________

Address: ___________________________________________________________________________________

Website: ___________________________________________________________________________________

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

Payments can also be made via   paypal

☐ Logo enclosed (send electronic copies to email below for sponsorships)    Amount enclosed: $_________________

NO REFUNDS

PACKAGE 2 SPONSORSHIP CATEGORIES (please check box):

☐ $500 :
This sponsorship includes logo on our website homepage and Facebook for 60 days, logo placement in ad journal, also includes a free JCPRHAC T-Shirt.

☐ $300 :
This sponsorship includes logo on our website homepage and Facebook for 30 days, mention in Ad Journal, also includes a free JCPRHAC T-Shirt.

☐ $200 :
This sponsorship includes logo post on Facebook for 30 days, mention in Ad Journal, also includes a free JCPRHAC T-Shirt.

☐ $100 :
This sponsorship includes logo post on Facebook for 2 weeks, mention in Ad Journal, also includes a free JCPRHAC T-Shirt.

☐ $50 :
This sponsorship includes logo post on Facebook for 2 weeks and mention in 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 the JCPRHAC for combo package for the 2 day JCPRHAC Festival and the JCPRHAC Parade.

Signature: ___________________________________________________    Date: _____________________
57th Annual Jersey City Puerto Rican Heritage Festival & Parade

FOOD/ NON-FOOD VENDOR APPLICATION 2017

Festival Dates  Saturday, August 19, 2017 & Sunday August 20, 2017

Set-up 9:00am – 12:00pm

Festival Hours 12:00 – 9:00pm

Festival Site  Columbus Drive (between Merseles St & Brunswick St) Rear of James J. Ferris High School

Additional information or questions contact:
Vendor Coordinator, Beverly Ann Castillo (201) 360-9886

Mail to: JCPRHAC
116 Brunswick St
Jersey City, NJ 07302

OR

Email to: JCPRHAC@gmail.com

MUST BE RECEIVED BY AUGUST 1, 2017

Check one:  Food Vendor___  Food Truck___  Non-Food Vendor___

Below please provide a brief description of the services, products or food to be sold at the festival.

______________________________________________________________________________________________
______________________________________________________________________________________________

Must provide a list of all menu items and prices OR product/service list and prices. (Include with application)

Name_______________________________________ Business Name__________________________________________
Address_____________________________________ City_______________________ State_____ Zip Code___________
Phone: _____________________________________  Email: _________________________________________________
Website & Social Media: ________________________________________________________________

Vendor Fees for ONE (1) 10 x 10 space for both days at festival.  Must rent space for both days.
Non-Food………………………………. $500.00  Fire Department (Open Flame) .... $125.00 per day
Food………………………………………. $1000.00  Health Department……………………. $50 per day
Non-Profit Organizations........... $100.00  Vendor Carts..............................$75 each per day

Vendor space assignment will take place Friday, August 18, 2017.  Must bring tables, chairs, equipment and lighting.  Must stay within boundaries of 8 x 10 space NO EXCEPTIONS.  Please have tablecloth long enough to cover front and side tables so no storage is exposed.  Vendor is responsible for maintaining their tables, tents and surrounding area free of garbage.  Garbage is to be stored in heavy duty trash bags and removed at the end of each evening.  NO GREASE OR OIL ARE TO BE DISPOSED OF AT FESTIVAL SITE.  Vendors must provide their own receptacles for oil/grease removal.  JCFD will be onsite to issue immediate fines for any improper disposal of oil/grease.  ALL FOOD VENDORS MUST BE WITHIN NJ COMMERCIAL HEALTH CODE GUIDELINES AND MUST HAVE A FUNCTIONING FIRE EXTINGUISHER ONSITE.

The undersigned vendor hereby applies for space at the Jersey City Puerto Rican Heritage Festival and encloses the appropriate fee.  Vendor hereby agrees to waive all claims against the Jersey City Puerto Rican Arts & Culture staff, City of Jersey City, promoters, sponsors and their respective employees for loss or damage to personal property or objects displayed and for any personal injury to the vendor or the staff.  Vendor agrees to Pay all fees in advance.

Payable to:  JCPRHAC 116 Brunswick St, Jersey City, NJ 07302.  We accept cash, credit, check, money order, PayPal and Google Wallet.  Vendor is responsible for any returned check fees.

Fees Enclosed: _______________

______________________________________________________________________________________________

VENDOR (SIGNATURE)     DATE

For Office Purposes Only:  Application Rec___  Paid In Full___  Balance Due___  Return Check Fees___  Approved___  Space Assignment#___

116 Brunswick St. Jersey City NJ 07302 | (201) 878-4845 | FB, IG, Twitter: #jcprhac | jcprhac@gmail.com | jcprhac.org

Jersey City Puerto Rican Heritage Arts & Culture is a pending registered 501(c) (3) nonprofit organization. IRS #81-4627626
Join us to celebrate our Parade Sunday, August 20, 2017

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 1, 2017 to:
JCPRHAC
116 Brunswick Street
Jersey City, NJ 07302

For further information contact:
Juan Vasquez, President
JCPRHAC@gmail.com
201-988-5506 mobile

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

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

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
____________________________________________________________________________________
____________________________________________________________________________________

Donation Amount: ______ $100 suggested donation

All donations should be made out to JCPRHAC. Remember that your gift may be tax-deductible!
57th Annual Jersey City Puerto Rican Heritage Festival & Parade

**NOCHE DE AMOR GALA**

**Thursday, August 17, 2017**

8:00 PM – 12:00 AM

**Maritime Parc**

84 Audrey Zapp Drive

Jersey City, NJ 07305

**JOURNAL ADVERTISEMENT**

Name: 

Business Name: 

Address: 

Phone: 

Fax: 

Email: 

Please check the appropriate box below and attach desired message:

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Centerfold</td>
<td>$1200</td>
<td>Quarter Page</td>
<td>$175</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$1000</td>
<td>1/6 Page</td>
<td>$125</td>
</tr>
<tr>
<td>Full Page</td>
<td>$700</td>
<td>Business Card</td>
<td>$75</td>
</tr>
<tr>
<td>Half Page</td>
<td>$350</td>
<td>Greeting (Name Only)</td>
<td>$25</td>
</tr>
</tbody>
</table>

**E-mail Ad Submission for The Noche de Amor Gala Journal:**

- PLEASE COMPLETE THIS FORM AND RETURN JCPRHAC OFFICE WITH PAYMENT ENCLOSED.
- REQUEST THAT ADS BE EMAILED. Please email your ad copy to jcprhac@gmail.com.
- When emailing your ad copy, please specify your full name and ad category.
- If you have digital art to send for your ad please send a PDF, JPG, PNG file to jcprhac@gmail.com.
- If you do not have a digital file of your business card for ad submission send a clean hard to the office, (Please do not staple).
- Please note that full page ad size is approximately 8” (tall) x 11” (wide).
- If you do not have access to email please contact the office (201) 878-4845 for directions on how to submit your ad.

**AD DEADLINE IS FRIDAY, AUGUST 4, 2017**

*Please send this form along with your payment to:*

**JCPRHAC**

116 Brunswick Street

Jersey City, NJ 07305

**Other Payment Options:**

Paypal.me/jcprhac Or Google Wallet: jcprhac@gmail.com

**Purchase Noche de Amor Gala Tickets: $125**