



**TEATRO EXPERIMENTAL YERBABRUJA, INC.**

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

March 28, 2022

Subject: Long Island's 56<sup>th</sup> Annual Puerto Rican/Hispanic Parade - Sponsorships

Dear Sponsor:

Please take a moment to review this letter and enclosure, as it involves a unique opportunity to target the good will and employment potential of tens of thousands of Long Island residents after a two-year, pandemic-induced hiatus.

We've been organizing this annual Parade for the past several years. It has been the largest event of its kind in New York State (aside from the parade in Manhattan), with more than 3,000 marchers and an audience of some 50,000. We currently are planning the next Parade for Sunday June 5, 2022 in Brentwood. After a two-year absence the public clamor for resumption of this extremely significant public event has been overwhelming and even larger participation than usual is anticipated.

We hope to be able to provide a bigger and more joyful Parade than ever: More decorated floats and live bands, dancers and the like. Naturally sponsorship funding is needed. We hope that you'll consider sponsoring this event; the attachment offers various funding levels and benefits.

Should you have any questions, please feel free to contact me (see below) or our Board Member, Marc Soto (cell/text 917-655-7686, email [liprparade@gmail.com](mailto:liprparade@gmail.com) ).

Sincerely,

*Margarita Espada*

Executive-Artistic Director

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Web site: [www.teatroyerbabruja.org](http://www.teatroyerbabruja.org)

## LONG ISLAND'S PUERTO RICAN/HISPANIC PARADE - SPONSORSHIP APPLICATION

Long Island's 56<sup>th</sup> annual Puerto Rican/Hispanic Parade is planned for noon on Sunday June 5, 2022, on Fifth Avenue in Brentwood, Long Island. This multicultural, family-friendly and secure 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 English- and Spanish-language 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 and other media outlets; 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 marcasoto@gmail.com, or text 917.655.7686. 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: \_\_\_\_\_