



TEATRO EXPERIMENTAL YERBABRUJA, INC.

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

March 3, 2023

Subject: Long Island's 57th Annual Puerto Rican/Hispanic Parade – Sponsorships for Parade and the Events “Carnaval!” and “Dia de Familia”

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.

Teatro has been organizing this annual Parade for the past decade. 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 more than 50,000. We currently are planning the next Parade for Sunday June 4, 2023 in Brentwood. Since a COVID-mandated hiatus the public clamor for this extremely significant public event has been overwhelming and even larger participation than usual is anticipated.

In addition to the Parade, we will have two other fundraising events: **“Carnaval!” on Friday April 21st** at the American Legion Post #1120 at 80 Herbert Ave. Lindenhurst NY at 7pm; and **“Dia de Familia” on Sunday May 7th** at Teatro Yerbabruja's historic Second Avenue Firehouse Arts Center in Bay Shore at noon. Tickets for **Carnaval tickets are \$90 per person or \$800 for table of ten** and include food, beverage and DJ. Tickets for **Dia de Familia are \$20 per adult & \$10 per child** under 13 and include food, snacks, drink, children's activities.

We will provide student college scholarships this year and a bigger and more joyful Parade than ever, including 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 and as Teatro Experimental Yerbabruja is an IRS-approved 501c3, donations are tax deductible as allowed.

Should you have any questions about the Parade or other events, please feel free to contact me (see below) or our Board Member, Marc Soto (cell/text 917-655-7686, email liprparade@gmail.com).

Sincerely,

Margarita Espada

Executive-Artistic Director

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

Long Island's 57th annual Puerto Rican/Hispanic Parade is planned for noon on Sunday June 4, 2023, 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 - \$15,000** – The 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 Party 105.3 & La Fiesta 98.5, and on other electronic media outlets; 200 60-second recorded sponsorship mentions on Party 105.3 & La Fiesta 98.5; 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. Premium calendar spot.
- **HERO - \$10,000** – Same as above except no live band or DJ provided (supporter may provide).
- **SAVIOR - \$7,500** – A place to march in the Parade; sponsor-provided banner, and booth, near the parade grandstand, and an opportunity for sponsor to speak and be interviewed at parade grandstand; prime mention on the Parade website and social media and Party 105.3 & La Fiesta 98.5 & Calendar.
- **CHAMPION - \$5,000** – A place to march in the parade; sponsor-provided banner in parade grandstand area; mention on the Parade website and social media and Party 105.3 & La Fiesta 98.5 & Calendar.
- **SUPPORTER - \$1,000** - A place to march in the Parade **OR** a booth space; mention on the Parade website and social media.
 1. **El Carnaval! SPONSORSHIP** – Gold \$2000 includes 10 tickets, promotional table at Parade & Carnaval and recognition at event and on radio, website and social media and stage; Silver \$1000 includes 7 tickets and recognition at event and on radio, website and social media and stage; Bronze \$500 includes 4 tickets and recognition at event and on website and social media.
 2. **DIA DE FAMILIA SPONSORSHIP** – Platinum \$500 includes 10 tickets, promotional table at Dia de Familia and recognition at event and on website and social media; Gold \$250 includes 6 tickets and recognition at event and on website and social media.
- **Marching Only** – A Cost for different categories is listed on a separate parade application. Categories include: Corporations or businesses 500 employees or more, corporations and businesses 100 employees or more, corporations and businesses 50-100 employees, small businesses 10-50 employees, small businesses 9 or less employees, club or affinity groups and non-profits. Check application for pricing.

Please complete the following and submit to Teatro Experimental Yerbabruja, Inc., via regular mail to 17 2nd Avenue, Bay Shore NY 11706, email marcasoto@gmail.com, or text 917-655-7686. Checks should be made payable to our organization (with the memo line stating your sponsorship events/levels) and mailed to the same address.

WE APPLY FOR THE FOLLOWING (insert event/category name(s) and \$ amount: _____

NAME & ADDRESS OF APPLICANT: _____

CONTACT NAME: _____

TEL. #: _____

TEXT #: _____

EMAIL ADDRESS: _____