



**Latino Heritage
Parade & Jamaica
Festival
Committee**

Robert Monzon,
Chair

Bianca Gonzalez,
Vice Chair

Committee Members:

Pamela Cantero

Rosy Cortes

Vannia De La Cuba

Teresa Deukmedjian

Serafin Espinoza

Maricela Galvez

Lorena Hernandez

Kristi Lopez

Roberta Martinez

Vivi Martinez

Ena Mejia

Efrain Montes

Moondo Perez

Barbosa Polverini

Susana Porras

Johny Q.

Isabel Ramirez

Ricardo Robles

Mary Urtecho

LATINO HERITAGE PARADE AND JAMAICA FESTIVAL

Dear Friend,

On Saturday, **October 14, 2017**, Villa-Parke Community Center along with the Latino Heritage Parade Committee will be presenting the **19th Annual Latino Heritage Parade & Jamaica Festival**. The Parade & Jamaica Festival will include community members, local elected officials, over 1,000 participants and spectators, and most importantly, it will promote Latino history and culture. In addition, KPAS will also be present to broadcast the event through Pasadena's local access channel.

This event brings family and community, warmth and culture, values and tradition throughout Pasadena. The mission of the Latino Heritage Committee is to promote knowledge of Latino history through cultural and educational programs in Pasadena. This year's theme recognizes Latino Military Veterans and their contributions to this great country.

We need your help to make this event a success and kindly ask you to consider participating as a sponsor of the Latino Heritage Parade & Jamaica Festival. All sponsorships are tax-deductible and recognition will be included in all marketing materials such as newsletters, flyers, website, programs, and press releases. Please take a moment to review the enclosed sponsorship package and exhibitor opportunities. There are many ways in which you can participate in this enriching event based on your organization's budget and interest.

Please mail your completed sponsorship confirmation form to (and make check payable to) **Friends of Villa-Parke Community Center**, Latino Heritage Parade, 363 E. Villa St, Pasadena, CA 91101. Donations received by August 31st will assure acknowledgement in our printed materials. Tax ID #1823192.

Thank you in advance for your support,


Robert Monzon, Chair
2017-2018 Latino Heritage Parade & Jamaica Festival

2017 Latino Heritage Parade & jamaica
October 14, 2017

SPONSORSHIP OPPORTUNITIES

\$5,000 – Title Sponsor

- VIP tickets to the Latino Heritage Parade & jamaica honoree reception at private residence in the San Rafael neighborhood.
- Day-of-event *Rise and Shine Reception Kick-off Breakfast* with City of Pasadena dignitaries.
- 10x10 prominent canopy for product sampling/information @ jamaica.
- Day of event recognition announcements.
- Front page ad in event program.
- Company logo recognition in all printed materials.

\$3,000 – Parade & jamaica Sponsor

- Day of event *Rise and Shine Reception Kick-off Breakfast* with City of Pasadena dignitaries.
- 10’x10’ canopy for product sampling/information @ jamaica.
- Day-of-event recognition announcements.
- Full Page ad in event program
- Company logo recognition in all printed materials.

\$1,000 – Entertainment Sponsor

- 10x10 canopy for product sampling/information @ jamaica.
- Full page ad in event program.
- Day-of-event recognition.
- Company logo recognition in all printed materials.

\$500 – Children’s Area Sponsor

- Half Page ad in event program.
- Day-of-event recognition.

\$250 – Latino Heritage Patron

- Quarter page ad in event program.

\$100 – Latino Heritage Supporter

- Business card ad in event program.

\$100 – Exhibitor Booth

- 1 3x6 Table
- 2 chairs

\$75 – Exhibitor Booth (Non-Profit)

- 1 3x6 Table
- 2 chairs

Yes, I want to help!
 All support can make a difference.
 \$ _____

- Name listed in event program

In-Kind donations

- Food
- Water
- Gift Certificates

2017 Latino Heritage Parade & Jamaica
October 14, 2017

SPONSORSHIP CONFIRMATION

For sponsorship recognition in program book, please respond by August 31st, 2017

COMPANY/ORGANIZATION

NAME

TITLE

ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

EMAIL

Please include us as a sponsor of the *2017 Latino Heritage Parade & Jamaica* in the following category:

- \$5,000 Title Sponsor**
- \$3,000 Parade & Jamaica Sponsor**
- \$1,000 Entertainment Sponsor**
- \$500 Children's Area Sponsor**
- \$250 Latino Heritage Patron**
- \$100 Latino Heritage Supporter**
- \$100 Exhibitor Booth**
- \$75 Exhibitor Booth (Non-Profit)**
- \$ _____ Yes, I want to help!**

In-kind Donations: _____

SIGNATURE _____

Please mail your completed sponsorship confirmation form to: **Friends of Villa-Parke Community Center, Latino Heritage Parade, 363 E. Villa St., Pasadena, CA 91101**

Please make all checks payable to: **Friends of Villa-Parke Community Center**