



Western Region Puerto Rican Council

P O. Box 2028, San José, CA 95109

February 24, 2019

41st Annual Scholarship Fund Raiser

El "Día de San Juan" Salsa Festival - June 22, 2019 at Swiss Park, Newark, CA

Dear Event Sponsor,

Latinos now constitute the largest minority group in the United States and the fastest growing segment of its school-age population. The U.S. Census Bureau predicts that by 2021, one of four U.S. students will be Latino. In California, the Latino school-age population is already approaching one-half of all students.

Of great concern is that Latinos are the least educated of all major ethnic groups. Our school system has failed to make meaningful progress in moving more Latino students successfully through college. The achievement gap will inevitably widen as the 2021 approaches. These two events will have enormous consequences for California, as the job market continues to demand more education and Latinos continue to make up a larger portion of the workforce.

We are looking to partner with you to close this achievement gap.

The Western Region Puerto Rican Council (WRPRC) is a 501(c)(3) non-profit organization dedicated to raising funds to assist Latino youth and adults with their educational needs. The WRPRC has awarded over \$300K in scholarships to over 312 college-bound students.

Year 2019 marks our **41th Annual Scholarship Fund Raiser** and the WRPRC has set a goal of raising \$50k. Reaching this goal will make it possible to award educational scholarships, help defray housing costs, and generally support greater learning opportunities.

Won't you consider becoming a sponsor and help us reach our goal?

Our main source of revenue for scholarship awards and general education support is generated from our annual El "Día de San Juan" Salsa Festival. With an annual Latino buying power in the Bay Area of over \$13.6M, the Festival provides a broad audience for your product and is an excellent venue to spotlight your business.

Our media outlets are far-reaching and covers the Bay Area and major cities in Northern California with advertising on TV, radio, print and social media platforms. Latin-media giant *WAPA America* was a major sponsor in 2017 and significantly expanded our reach to the greater Latino community. Your donation will be acknowledged in several ways as you will see in our sponsorship package below.

Kindly take a moment to look at our sponsorship package. The sponsorship levels can be tailored to suit your company's participation. More importantly, your sponsorship will help our Latinos fulfill their college dreams.

We thank you for your consideration of our request. Please contact Mirian Saez at miriansaez@yahoo.com or call her at 202.256.1936 to answer your questions and to discuss your sponsorship opportunity.

Much Regards,
Western Region Puerto Rican Council

Sponsor Package

Gold Level: \$5,000

- Banner at main grandstand stage
- Banner posted at main gate entrance (10'x3' banner supplied by sponsor)
- Sponsors signage featured throughout event location (Signage supplied by Sponsor)
- Sponsor recognition announced throughout the day
- Scholarship presentation by your organization
- Sponsor product booth exhibit space
- 20 VIP passes
- Website presence, logo and hyperlink to your company's home page
- Company name and logo featured on press releases, posters, flyers and brochures

Silver Level: \$2,500

- Banner at main gate entrance (10'x3' banner supplied by sponsor)
- Sponsor recognition announced throughout the day
- Sponsor product booth exhibit space
- 10 VIP passes
- Website presence, logo and hyperlink to your company's home page
- Company name and logo on press releases, posters, flyers and brochures

Bronze Level: \$1,000

- Banner at main gate entrance (10'x3' banner supplied by sponsor)
- Sponsor recognition announced throughout the day
- Sponsors product exhibit booth space
- Website presence, logo and hyperlink to your company's home page
- Company name and logo on press releases, posters, flyers and brochures

Friend Level: \$500

- Sponsor recognition announced throughout the day
- Website presence, logo and hyperlink to your company's home page
- Company name and logo on press releases, posters, flyers and brochures

Booth: \$300

- Sponsor product exhibit booth space

Overview

- EVENT GROUNDS:** Swiss Park, 5911 Mowry Avenue, Newark, CA
- EVENT DATE/TIME:** Saturday, June 22, 2019 from 11:00 a.m. - 7:00 p.m.
- GENERAL ADMISSION:** Adults \$15.00 in advance; \$25.00 at the door
Children 12 and under are free
- PARKING:** \$10.00 per vehicle
- BANKING SERVICES:** ATM accessible
- ADMISSION GATES:** Close at 6:00 p.m.
- EVENT THEME:** Celebrating the Puerto Rican Culture (Celebrando la Cultura Puertorriqueña)
- EVENT FOCUS:** Scholarship Fundraiser - Empowering Latinos through Education, Culture Awareness, Excellence and Community Development
- TYPE of EVENT:** Family Focused
- ENTERTAINMENT:** Music (Salsa, Merengue, Reggaetón, Jíbaro, Bomba y Plena)
Contests, Games and much more!
- MUSIC STAGES:** 1 Main
- CHILDREN EVENTS:** Park Playground and Swings, Face Painters
- CULTURAL:** Exhibits, Food, Music, Art, Dominos, Cuatro Performance, Dance Contest
- AUDIENCE:** Expected 1,800+
- DEMOGRAPHICS:** Over 1.4 Million Latino population in the Bay Area
- EVENTS BENEFIT TO THE BAY AREA:** Promotion of the culture and the traditions of Puerto Rico/Scholarship Awards
- TAX ID #23-7420553**

Information is subject to change. In-Kind and trade donations are negotiable.