

# Western Region Puerto Rican Council

*“This event is the best medium for a sponsor targeting the Latino Community.”*

P. O. Box 2028 - San Jose, CA 95109



The **Western Region Puerto Rican Council (WRPRC)** is a 501 (c) (3) non-profit organization that provides scholarships to students needing financial assistance to continue their college education.

We are excited about inviting your organization to participate in our 37<sup>th</sup> Annual *“El Día de San Juan” Festival Scholarship Fundraiser (DDSJ)* to be held on Saturday June 20<sup>th</sup>, 2015 at the History Park, 1650 Senter Rd, San Jose ,CA. We know it will be a rewarding experience, as together we celebrate the culture of Puerto Rico with a fun-filled day of traditional food and first class entertainment for all ages.

- Featuring Andy Montanez (from Puerto Rico)
- Orquesta Pa’l Bailador
- Orquesta Latin Heat
- Bomba Y Plena Dancers
- A Children’s Activity Section, air jumpers and many more surprises
- Additionally, we will present contests, arts and crafts, community service booths, and much more.

This event attracts over 4,000 guests, mostly from all over California, but some come from as far as Florida and Puerto Rico. It provides a broad audience for your product or business. A wide media reach of the Bay Area and major cities in Northern California, with advertising on TV, radio, newsprint and the Internet.

Please take a moment to look at our event prospectus. We are sure you will agree our festival is an excellent venue to spotlight your business. The levels can be accommodating to suit your company participation.

For more information on valuable sponsorship packages, contact Milagros Calderon at 408-425-6048.

Sincerely,

Jose Solis Vega  
Chair Person  
WRPRC

## **Sponsor Package**

(All information is subject to change – in kind and trade donations are negotiable)

### **Platinum plus Level: \$10,000**

- Banner at main grandstand stage and youth stage
- Banner posted at main gate entrance
- Main stage and youth stage acknowledgements and recognition throughout the event
- Sponsors signage featured throughout event location
- Sponsors product booth exhibit space
- Scholarship recipient selection presented by your organization
- 25 VIP passes
- Website presence, logo and hyperlink
- Company name and logo featured on all press releases, posters, flyers and brochures
- Space for display to fit any marketing need

### **Platinum Level: \$6,000**

- Banner at main grandstand stage
- Main stage acknowledgements and recognition immediately following the National anthem 1<sup>st</sup> and 2<sup>nd</sup> main stage performances
- Sponsors signage throughout event location
- Sponsors product booth exhibit space
- Scholarship presented by your representative
- 20 VIP passes
- Website presence, logo and hyperlink
- Company name and logo on all press releases, posters, flyers and brochures

### **Gold Level: \$4,500**

- Banner placement on main stage
- 15 VIP passes
- Sponsors product booth exhibit space
- Scholarship presented by your organization
- Website presence, posters & flyer
- Company name recognition on all press releases

### **Silver Level: \$2,500**

- Banner placement on youth stage
- 10 VIP passes
- Sponsors product exhibit booth space
- Company name on Web Site, Posters & Flyers

### **Bronze Level: \$1000**

- Banner placement on youth stage
- 5 VIP passes
- Sponsors product exhibit booth space
- Name on Web Site, Posters & Flyers

### **Corporate Booth: \$850**

- 10'x10' Single Corporate Canopy
- 2 VIP passes

## Information / Schedule

- EVENT GROUNDS:** History Park, San Jose, CA.
- EVENT DATE:** June 20, 2015
- EVENT DAY:** Saturday
- EVENT HOURS:** 11:00 a.m. - 7:00 p.m.
- EVENT GENERAL ADMISSION:** Adults \$25.00 in advance; \$30.00 at the door  
Children 12 and under are free
- PARKING:** Parking Lot, History Park
- 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:** Empowering young Latinos through Education, Culture Awareness, Excellence and Community Development
- TYPE of EVENT:** Scholarship Fundraiser and family focused
- ENTERTAINMENT:** Music (Salsa, Merengue, Reggeatón, Jíbaro, Bomba y Plena)  
Contests, Games and much more!
- MUSIC STAGES:** 2 (1 Main, 1 Youth)
- CHILDREN EVENTS:** Air Jumpers, Face Painters, etc.
- CULTURAL:** Exhibits, Music, Art, Domino Tournament, Dance & Food Contest, etc.
- AUDIENCE:** Over 4,000 on site with a projected advertising media reach of over 3 Million
- DEMOGRAPHICS:** Over 1.2 Million Latino population in the Bay Area
- HISPANIC CONSUMER MARKET:** Annual Latino buying power in the Bay Area over \$13.6 Million
- EVENTS BENEFIT TO THE BAY AREA:** Scholarship awards programs and promote the culture and traditions of Puerto Rico

## **Brief History and Purpose**

The Western Region Puerto Rican Council was founded in 1972 with the purpose of serving the Puerto Rican community of the West Coast in the areas of education, socio-economic status, cultural awareness and community development. The council is an umbrella organization with member organizations throughout the western region of the United States participating in its governance. The governing Board of the council is composed of delegates of the member organizations and members-at-large. The Council is a tax-exempt public charity under Internal Revenue Code section 501(c) (3). Contributions to the council are tax deductible as permitted by law.

The Council's main function throughout the year is to implement and develop community programs that serve the Latino community. El Día de San Juan Festival is one of the main core activities organized to generating funds for scholarships. The members organizing the festival are volunteers. Festival funds raised go towards scholarships for Latino students looking to further their education.

### **Western Region Puerto Rican Council**

Club Puertorriqueño de San Francisco (1912)

Puerto Rican Union of Mutual Aid Inc. (PRUMA), Union City (1934)

Puerto Rican Civic Club, San José (1951)

Puerto Rican Organization United for Development (PROUD), Modesto (1997)

**2015 EL DÍA DE SAN JUAN FESTIVAL SPONSORSHIP FORM**

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

**CHECK LEVEL Sponsorship**

- Platinum Plus Level**      **\$10,000**
- Platinum Level**      **\$6,000**
- Gold Level**      **\$4,500**
- Silver Level**      **\$2,500**
- Bronze Level**      **\$1000**
- Corporate Booth**      **\$850**
- Other Amount \$** \_\_\_\_\_
- Donation \$** \_\_\_\_\_ **(tax deductible as permitted by law)**

**Total Amount Enclosed \$** \_\_\_\_\_

**Federal Tax ID: 23-7420553**

**Please Make Check Payable to:**

**WRPRC  
P.O. Box 2028, San José, CA 95109**

**For more information please call Milagros Calderon at (408) 425-6048.  
THANK YOU!**