



Sunday, September 11, 2016 • North 5th St between Lehigh Avenue and Cambria Street • 12 p.m. to 5 p.m.

May 12, 2016

Dear _____ :

Feria del Barrio celebrates community and culture to the beat of live music, dance, and more on **Sunday, September 11, 2016**. Join us at Philadelphia's famed Centro de Oro (Golden Center) as thousands gather to enjoy this family-friendly outdoor celebration supported by our TV media partner, Comcast-Telemundo62.

Now in its 32nd year, Taller Puertorriqueño presents Feria del Barrio in partnership with Congreso, GALAEI, HACE, Raíces Culturales. It is the largest event presented by a coalition of organizations dedicated to the promotion of arts, culture, education, health and community economic development. Together, we serve thousands each year.

As a partner, your company can benefit and be part of the strength and pride of the Latino community. With education, economic development and arts and culture, as its tools, the organizations provide a sustainable model of growth for the neighborhood in North Philadelphia. With our proven record of positive impact on the people in the area, your company will benefit from the demonstrated success of Feria to reach the expanding Latino market.

The people and the scope of the festival

More than 200,000 Latinos live in Philadelphia, 12% of the population, and 500,000 live in the Delaware Valley. At the 31st Feria in September 2015, our audience survey showed that 20% was new to Feria, 72% were Latinos, 81% were from Philadelphia with 19% coming from New Jersey, New York, and others. Consistent with other Ferias, over 40% prefer to communicate in Spanish, another 19% communicates in both languages, with TV and radio being the most accessible mediums. Respondents' report of the quality of the food, location, and entertainment at Feria were overwhelmingly four and five on a scale of 1 to 5 with five being best.

As a sponsor and vendor, you will have face-time with the Philadelphia region's fastest growing population. Whether you're a community provider looking to promote programs or services, or a business looking for customers, Feria del Barrio delivers. For this year's Feria, we expect to receive again thousands of guests and reach over a million households throughout the region through a comprehensive print, radio and television marketing and advertising campaign with our media partners Telemundo62, MEGA radio, and local Latino newspapers.

We invite you to review the attached sponsor and vendor opportunities, and encourage you to join us once again, or, for the very first time!

To discuss this opportunity further, or to confirm your participation, contact Dr. Carmen Febo-San Miguel at cfebo@tallerpr.org. We look forward to seeing you on the Golden Block on Sunday, September 11th!

Sincerely,

Dr. Carmen Febo-San Miguel
Executive Director, Taller Puertorriqueño
Cynthia F. Figueroa, President and CEO, Congreso de Latinos Unidos
Miguel Andrade, Interim Executive Director, GALAEI
Maria Gonzalez, President and CEO, HACE
Michael Esposito, Raíces Culturales Latinoamericanas



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Overview

Sunday, September 11, 2016 from 12:00 to 5:00 pm, the Greater Philadelphia community comes together to celebrate the 32nd annual FERIA del BARRIO (Neighborhood Festival). In 2015, *FERIA* attracted thousands of participants from Puerto Rican/Latino and other communities throughout Philadelphia and brought together national and Philadelphia-based Latino musicians and dancers for an afternoon of live entertainment presented on our main stage. **Free to the public**, *FERIA* provides art demonstrations, information booths, craft sales, artists' and artisans' booths, and children's games that offer fun for the entire family. In addition, products and services of many area organizations are promoted along the *FERIA* route on the 2700 and 2800 blocks of North 5th Street between Lehigh Avenue and Cambria Street. **Five** organizations collaborate each year to bring together years of expertise in the fields of arts, education, social services, and community development.

Congreso de Latinos Unidos is the 10th largest Hispanic non-profit organization in the country, according to Hispanic Business Magazine. Founded in 1977, Congreso began as a grassroots organization providing health services to the surrounding Puerto Rican community. Over the past 30 years, Congreso has responded to the community's changing demographics and evolving needs by growing into a multifaceted, comprehensive provider of health, social, economic, and educational services. Today, Congreso serves individuals from over 20 Latin American countries as well as the diverse population of North Philadelphia. Congreso's mission is to strengthen Latino communities through social, economic, education, and health services, leadership development, and advocacy.

GALAEI works to cultivate leadership in queer Latin@ communities by empowering and teaching these skills and tools to communities most affected to fight, organize and advocate for themselves. We build collective power and recognize the importance of focused collaboration with other community-based and advocacy organizations to build power in our communities as well as solidarity between other marginalized/oppressed peoples. Collectively, we work towards social justice as defined as a healthy community free from homo/transphobia, HIV and HIV-related stigma, racism, sexism, poverty, deportation, and incarceration.

The focus of the **HACE's** mission is to combat community deterioration through the creation of affordable housing and economic development initiatives that address commercial revitalization, employment and support services toward rebuilding the neighborhood's economic base and empowerment of community residents. HACE is recognized as one of Philadelphia's premier Community Development Corporations. The organization is a proven real estate developer, community advocate, property manager and mortgage counselor. Since its inception, HACE has developed over 500 units of affordable housing and more than 60,000 square feet of office/retail space, mostly in El Centro de Oro, totaling over \$85 million in community investments.

Drawing from centuries of art and culture from Puerto Rico and Latin America, **Taller Puertorriqueño**, (The Cultural Heart of Latino Philadelphia), is the premier Latino cultural center in the region. Founded in 1974, Taller's mission is to preserve, develop and promote Puerto Rican artistic and cultural traditions, grounded in the conviction that embracing one's cultural heritage is central to community empowerment. Taller is also committed to the quality representation of other Latino cultural expressions and our common heritage. Located in the heart of the Latino community, Taller makes and presents programs that educate individuals and communities, promote and celebrate the richness and beauty of Latino culture, and creates an environment of opportunity with the arts as its engine. Taller will be moving to the new **El Corazón Cultural Center** this fall, 2016. For more information about Taller, please visit tallerpr.org.



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☐ \$10,000 COMMUNITY HERO, Benefits Include:

- Profile interview on Telemundo62 and Comcast Newsmakers
- Dedicated full page Community Hero print advertisement in a Spanish-language community newspaper
- Logo and/or sponsor listing on press releases and media, including television, radio and print
- Strong stage presence via banners and speaking opportunities
- Logo and feature editorial on feria.tallerpr.org
- VIP access for 12 to Feria del Barrio Hospitality Suite
- Prominent exhibit space (30' x 30')
- Your corporate logo on all collateral materials associated with the event

☐ \$7,500 COMMUNITY VISIONARY, Benefits Include:

- Advertorial in Spanish-language community newspaper
- Logo and/or sponsor listing on press releases and media, including television, radio and print
- Logo/link on feria.tallerpr.org
- VIP access for 10 to Feria del Barrio Hospitality Suite
- Stage banner
- Prominent exhibit space (30' x 30')
- Your corporate logo on all collateral materials associated with the event

☐ \$5,000 COMMUNITY BUILDER, Benefits Include:

- Logo and sponsor listing on press releases and media, including television, radio, and print
- Logo/link on feriadelbarrio.org
- VIP access for 8 to Feria del Barrio Hospitality Suite
- Stage banner
- Prominent exhibit space (20' x 20')
- Your corporate logo on all collateral materials associated with the event

☐ \$ 2,500 COMMUNITY INVESTOR, Benefits Include:

- Logo and sponsor listing on press releases and media, including television, radio, and print.
- Logo/link on feria.tallerpr.org
- VIP access for 6 to the Hospitality Suite at La Feria del Barrio
- Company banner prominently placed at event
- Exhibit display at event (10' x 10')

☐ \$1,500 COMMUNITY PARTNER, Benefits Include:

- Sponsor listing on press releases and media, including television, radio, and print
- VIP access for 4 to Feria del Barrio Hospitality Suite
- Exhibit space at event (10' x10')

☐ \$500 COMMUNITY COLLABORATOR, Benefits Include:

- 10' x 10' exhibit space
- VIP access for 4 to Feria del Barrio Hospitality Suite

*** In-Kind contributions accepted at 1½ of dollar cash value.**

**** All high-resolution logos need to be submitted by noon Friday, August 5, 2016.**

The **2016** Annual
**FERIA DEL
BARRIO**

Promoting economic development and celebrating family, art,
and culture in Latino North Philadelphia since 1979



feriadelbarrio.org

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Sponsor Reply Form: **Deadline: August 5, 2016**

Company/Organization _____

Contact _____ Title _____

Mailing Address _____ City _____ State _____ Zip _____

E-mail _____

Work Phone _____ Fax _____

Point of Contact (Day of): _____ Cell Phone: _____

Sponsor Level (Check one):

- _____ \$10,000 Community Hero
- _____ \$ 7,500 Community Visionary
- _____ \$ 5,000 Community Builder
- _____ \$ 1,500 Community Partner
- _____ \$ 500 Community Collaborator

Make check payable to **Taller Puertorriqueño, Inc.** and mail to:

Taller Puertorriqueño
Feria del Barrio
2721 North 5th Street
Philadelphia, PA 19133

The official registration and financial information of Taller Puertorriqueño, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

* **In-Kind contributions accepted at 1½ of dollar cash value.**

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Special thanks
to our 2015
Feria sponsors:



Health Partners Plans



Coverage by Vieta Health Plan, an independent licensee of the Blue Cross and Blue Shield Association.



EL Show de María del Pilar



ADDITIONAL SPONSORS

- Visit Philly
- Philadelphia Corp. for the Aging
- Metro PCS
- North East Treatment Centers