



Sunday, September 17, 2017 • North 5th Street between Huntingdon and Somerset • 12 to 5 PM • feriadelbarrio.org

April 17, 2017

The 34th Annual Feria del Barrio will, again, reach thousands of Latino community members in North Philadelphia, and in the City at large, on **Sunday September 17, 2017, noon to 5pm**. By adding a second entertainment area anchored by Taller Puertorriqueño's (Taller) new state of the art center, and placing the main stage on Lehigh Avenue, Feria will increase the physical length by a block south of Lehigh. In addition, Feria will be enhanced with a flea market and other entertainment activities for children to draw a wider audience while continuing to celebrate community and culture to the beat of live music, dance.

Feria del Barrio is presented by Taller in partnership with Congreso, GALAEI, HACE and 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. Combined, we serve thousands each year from the heart of Philadelphia's 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.

The people and the scope of the festival

More than 200,000 Latinos live in Philadelphia; more than 12% of the population and more than 500,000 live in the region. At the 31st Feria in September 2016, our audience survey showed that 24% were new to Feria, 85% were Latinos, 85% were from Philadelphia with 15% coming from New Jersey, Delaware, New York, and others. Consistent with other Ferias, a large majority prefers to communicate in Spanish, with TV, radio and word of mouth 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.

About Sponsorship

For this year's Feria, the first extending south to encompass the location of the new El Corazón Cultural Center, we expect to welcome thousands of guests and reach over a million households throughout the region through a comprehensive social media, radio and television marketing and advertising campaign with our media partners Telemundo 62 TV.

Sincerely,

Carmen Febo-San Miguel, MD., Executive Director, Taller Puertorriqueño
Carolina Cabrera Di Giorgio, Esq., President and CEO, Congreso de Latinos Unidos
Nikki Lopez, Executive Director, GALAEI
Maria Gonzalez, President and CEO, HACE
Mike Esposito for, Raíces Culturales Latinoamericanas



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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 Spanish-language community newspaper
- Logo and/or sponsor listing on press releases and paid media, including social media, television and radio
- Strong stage presence via banners and speaking opportunities
- Logo and feature editorial on feria.tallerpr.org
- VIP access for 10 to Feria del Barrio Hospitality Suite
- Prominent exhibit space (30' x 30')
- Your corporate logo on all collateral materials associated with the event
- Customized opportunities upon request

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

- Advertorial in Spanish-language community newspaper
- Logo and/or sponsor listing on press releases and paid media, including social media, television and radio
- 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 paid media, including social media, television and radio
- Logo/link on feria.tallerpr.org
- VIP access for 6 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 paid media, including social media, television and radio
- 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
- Ten x10 Ft. exhibit display at event

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

- Sponsor listing on press releases and paid media, including social media, television and radio
- VIP access for 4 to Feria del Barrio Hospitality Suite
- Prominent exhibit space (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 Friday, July 28, 2017.



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Sponsor Reply Form: **Deadline: August 11, 2017**

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
 2600 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.

The 2017 Annual

FERIA DEL BARRIO

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

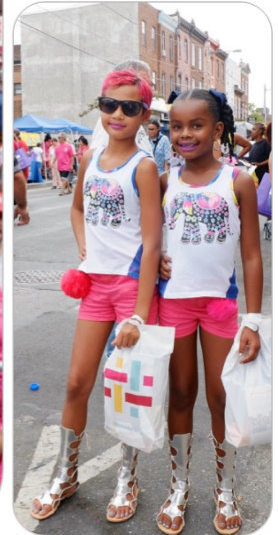
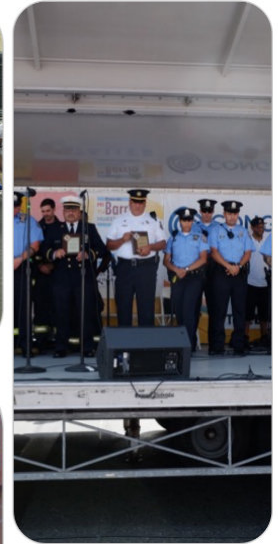


feriadelbarrio.org

Special thanks to our 2016 Feria sponsors:



Coverage by Vita Health Plan, an endorsement licensee of the Blue Cross and Blue Shield Association.



ADDITIONAL SPONSORS

EL Show de María del Pilar

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