



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



ferriadelbarrio.org

Sunday, September 23, 2018 • North 5th Street between • Huntingdon and Somerset Streets • 12 p.m. to 5 p.m.

March ----, 2018

Dear _____ :

Last year, the expanded activities, features, and modified location for the Annual Feria del Barrio proved to be a success among participants and audience. As we continue this celebration of community and sharing to the beat of live music, dance, activities for the family, and more, we cordially extend an invitation to your company to join us. This year's event is scheduled for Sunday, September 23, 2018 from 12PM-5PM. Join us at Philadelphia's famed Golden Center as thousands gather to enjoy this family-friendly outdoor celebration supported by our TV media partner, Comcast -Telemundo62, and radio partner El Zol.

Now in its 34th year, Feria del Barrio is presented by Taller Puertorriqueño in partnership with Congreso, HACE and Raíces Culturales Latinoamericanas. 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 records of positive impact on the people in the area, your company will benefit from that demonstrated success, as well as from the visibility of Feria to reach the expanding Latino market.

The people and scope of the festival

More than 200,000 Latinos live in Philadelphia, more than 12% of the city population and more than 500,000 live in the region. At the 33^d Feria in September 2017, our audience survey showed that 51% were new to Feria, 83% were Latinos, 68% were from Philadelphia with 21% coming from other areas of Pennsylvania, and some visiting from New Jersey, 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 location, organization and entertainment at Feria were overwhelmingly four and five on a scale of 1 to 5 with five being best.

About Sponsorship

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, the second in the modified location with the main stage prominently placed at the Lehigh Ave. intersection, 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 Telemundo62 TV and El Zol radio.

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 at the Golden Center on Sunday, September 23rd!

Sincerely,

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



feriadelbarrio.org

Sunday, September 23, 2018 • North 5th Street between • Huntingdon and Somerset Streets • 12 p.m. to 5 p.m.

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

- Logo and/or sponsor listing on press releases and 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 at Taller Puertorriqueño's new facility
- 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:*

- 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 at Taller Puertorriqueño's new facility
- 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 at Taller Puertorriqueño's new facility
- 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, and radio
- Logo/link on feria.tallerpr.org
- VIP access for 6 to the Hospitality Suite at La FERIA del Barrio at Taller Puertorriqueño's new facility
- Company banner prominently placed at event
- Prominent exhibit space (10' x 10')

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

- Sponsor listing on press releases and paid media, including social media, and radio
- VIP access for 4 to FERIA del Barrio Hospitality Suite at Taller Puertorriqueño's new facility
- Prominent exhibit space (10' x 10')

☐ \$ 500 COMMUNITY COLLABORATOR, *Benefits Include:*

- 10' x 10' exhibit space
- VIP access for 4 to FERIA del Barrio Hospitality Suite at Taller Puertorriqueño's new facility

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

****All high-resolution logos need to be submitted by Friday, July 27, 2018.****



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



ferriadelbarrio.org

Sunday, September 23, 2018 • North 5th Street between • Huntingdon and Somerset Streets • 12 p.m. to 5 p.m.

Sponsor Reply Form: **Deadline: August 17, 2018**

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.

2018 34TH

FERIA DEL BARRIO

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



Special thanks to
our 2017 sponsors



ADDITIONAL SPONSORS

- Visit Philly
- Philadelphia Corp. for the Aging
- Community College of Philadelphia
- PECO
- Keystone Mercy
- Community Crisis Treatment Center (CCTC)
- Northeast Treatment Center
- Esperanza College
- Metro PCS
- Cedar Words
- Santander Bank



feriadelbarrio.org