



**Puerto Rican Festival, Inc.**  
**Festival Puertorriqueño, Inc.**

130 N. Winton Rd. PO Box 10098 Rochester, NY 14610  
www.prfestival.com

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May 7, 2010

To Whom It May Concern:

The summer is fast approaching and soon it will be time to celebrate the longest running ethnic festival in Monroe County. This year's 41<sup>st</sup> Puerto Rican Festival, Inc. (PRFI) will be held July 30<sup>th</sup> through August 1<sup>st</sup> at the Frontier Field VIP Parking Lot. This year, the theme is Celebrating our Generations.

The organizers of the PRFI would like you to be a part of the Agency Fair. A large population of Monroe County comes out to enjoy the music, food, and festivities. During this time your agency can provide information and spread the word of your many services to them.

If you are interested in becoming a part of the Agency Fair for the 2010 Festival, please read and fill out the enclosed application carefully. The cost is \$35.00. The fee covers the cost of the rental of the tent and tables. The cost is non-refundable.

**Please note:**

- The hours of the Agency Fair will be: **Saturday, July 31<sup>st</sup>, 2010 from 12:00pm – 4:00pm**
- Agency representatives need to arrive promptly at the festival site at 11:30am for set up. It is important that representatives arrive on time so that set up can be done before the fair begins at noon.
- After the Agency Fair is completed, you are more than welcomed to stay and enjoy the festival. Please be aware that if anyone leaves the festival grounds after 2pm, they will be charged the entrance fee to re-enter the festival. There will be no exceptions.
- There is a maximum of 3 representatives allowed per table at all times. Agency representatives need to be employees only with proper ID.
- Agencies are expected to provide and/or establish a resource for the Rochester community. This may be done by providing educational material such as handouts, pamphlets, etc., (anything that may represent the agency and services it provides).
- Raffles are permitted but the winners are to be notified by mail or telephone outside of festival grounds.
- ALL agencies are prohibited from selling of goods/merchandise.
- The deadline for submission of the application is **July 2<sup>nd</sup>, 2010**.
- The deadline for submission of the fee is **July 16<sup>th</sup>, 2010**.
- Payments will not be taken on the day of the event.
- Tax-exempt form will be provided upon request.
- Invoice will be provided once payment has been received.

We thank you in advance for your support to this year's Agency Fair. The Agency Fair's main goal is to inform our community of the resources that exist for all groups of people regardless of age, gender and/or race. Your agency can help us achieve that goal. Once again on behalf of the PRFI, thank you!

Please contact me if you have any questions at 585-690-3573 or via email at [yesenia.d.ramos@gmail.com](mailto:yesenia.d.ramos@gmail.com).

Sincerely,

Yesenia D. Ramos  
Agency Fair Coordinator