
WHY BECOME A SPONSOR

1. We are the premier Hispanic artistic organization in upstate New York.
2. The Hispanic population served by the festival is rapidly growing in both size and diversity. Rochester, New York has the second largest Hispanic population in New York State.
3. Our focus is to develop opportunities for people of all cultures to come together and celebrate the richness of the Puerto Rican culture.
4. Our growing Hispanic population is your future customer base. Supporting our efforts is a commitment to support those who do business with you or who will soon be doing business with you.
5. Your sponsorship will provide you with the benefits of 5 weeks of promotion via radio broadcasts, television, poster advertisements, and numerous other promotional materials. It is our way of saying thank you to our supporters.

MEET THE BOARD

2010 PRFI BOARD OF DIRECTORS

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FESTIVAL PUERTORRIQUEÑO PUERTO RICAN FESTIVAL, INC.

EST. 1969



National Headquarters:
PUERTO RICAN FESTIVAL
130 N. Winton Road,
PO BOX 10098
Rochester, NY 14610

National Website:
<http://www.prfestival.com>



MISSION

To provide artistic and cultural events that fosters the celebration of the history and heritage of people of Puerto Rican descent. The festival promotes unity and understanding among the whole community by providing various activities during the year in celebration of our culture, culminating with the Puerto Rican Festival. It shall be the mission and purpose of the festival to encourage integrity and understanding of the Puerto Rican culture to all residents of the Greater Rochester Community and Western New York.

HISTORY

In 1968, a group of Latinos met to discuss the difficulties associated with their new lives in their new country. Two common concerns arose: a desperate need to feel more at home and a strong desire for the mutual respect and understanding of their new friends and neighbors.

After much discussion, a celebration modeled after the "fiestas patronales" (patron saints festival) of Puerto Rico

was born. The festival would provide the vehicle needed to unite Rochester's Hispanics in a celebration of culture, while promoting a cultural exchange with non-Hispanic friends and neighbors. Thirty-nine years later, the Puerto Rican Festival, Inc is recognized as the oldest and largest ethnic festival outside of New York City. In its thirty-nine years, the Puerto Rican Festival has welcomed many internationally known artists like Tito Puente, Marc Anthony, Willie Colon, Ruben Blades, Celia Cruz, Lalo Rodriguez, and many more.

IMPORTANT FACTS

- The Puerto Rican Festival of Rochester is the longest running ethnic festival in Monroe County.
- The Puerto Rican Festival of Rochester is the most anticipated event for Hispanics in upstate New York.
- According to a survey conducted at last year's festival, 90% of the patrons said they are more likely to support sponsors who help fund the festival by becoming their customers?
- According to the US Census Bureau Monroe County, New York General Demographic there are over 40,000 Hispanics in Monroe County.

SPONSORSHIP BENEFITS

Depending on the level of sponsorship, the following are some of the benefits your organization will receive:

- Name prominently listed in website, programs, and press releases
- Premier banner location on stage
- Distribute your company's promotional materials during event
- Hyperlink of your website on ours
- Logo recognition in all printed ads, flyers, posters, and T-shirts
- On-stage time slots to promote your company
- Vendor booth placement all weekend
- On-stage mentioning of your organization throughout weekend
- Name announcements during radio commercials and public appearances
- Complimentary general admission passes
- Sponsorship percentage allocated to our Miss Puerto Rico Cultural Pageant and 5k race and fitness walk.

**For questions about sponsorships
contact our President:**

Direct number: 585.820.6484