



**Philadelphia's family celebration of education, economic development with Latino heritage, arts and culture at the core.**

April 15, 2019

Dear :

Despite the rain, last year's event was full of energy and great participation. The added activities, features, and expanded location for the Annual Feria del Barrio proved to be a success among participants and audience. This celebration of community and sharing to the beat of live music, dance, activities for the family, invites you to be part of Feria del Barrio 2019! (Feria). This year's event is scheduled for Sunday, September 8, 2019. Join us at Philadelphia's famed Golden Center as thousands gather to enjoy a family-friendly outdoor celebration supported by TV media partner, Comcast - Telemundo62, and radio partner El Zol.

Since 1979 **La Feria del Barrio celebrates Latino culture and the economic and educational aspirations of our community with:**

- Live Latin music and dancing,
- Latino specialties foods from various parts of the community, and
- All the best that our stores and community has to offer.

The FERIA expands opportunities for artists, promotes civic engagement, attracts new audiences and builds new relationships with other arts and community organizations that create an environment for improved cultural exchange, and economic and commercial activity. Feria del Barrio happens in the heart of Latino Philadelphia, at El Centro de Oro Business and Arts District, and extends south to Huntingdon Street to encompass Taller's El Corazon Cultural Center. As such, its economic benefits impact this corridor and community directly. The partners, APM, Congreso, HACE, Raíces and Taller, have also made a commitment to keep Feria as a family oriented event, with activities appropriate for children and entertainment that is appropriate for all ages.

For the last 34 Ferias the organizations involved raise the resources necessary to produce the event and cover all expected expenses from corporate, vendors, other organizations. With the help of hundreds of volunteers La Feria organizers clean the streets, move tables, set up booths, etc., costing much less than other such festivals. Feria hosts thousands of guests and strives to continue to grow its audiences.

At this event, you will have face-time with Philadelphia region's fastest growing population. As a business looking for customers, **Feria del Barrio delivers!** At this event 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!**

Attached you will find an organization/vendor packet, with more information and forms to submit.

Respectfully yours,

Carmen Febo-San Miguel  
Executive Director  
**Taller**

Carolina Cabrera DiGiorgio  
President  
**Congreso**

Mike Esposito  
Volunteer  
**Raíces**

Maria Gonzalez  
President  
**HACE**

Nilda Ruiz Singh  
President  
**APM**



March 11, 2019

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

- Logo\*\* and/or sponsor listing on press releases and media, including social media, television and radio
- Corporate logo most prominently displayed in our street banner to be hanged across 5th Street at the 2700 block entrance, to be viewed by an estimated audience of 10,000.
- Strong stage presence via banners and speaking opportunities
- Logo and feature editorial on feriadelbarrio.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
- If desired, entitled to one free artistic participation in celebration of Hispanic Heritage month
- Other 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
- Corporate logo most prominently displayed in our street banner to be hanged across 5th Street at the 2700 block entrance, to be viewed by an estimated audience of 10,000.
- VIP access for 10 to Feria del Barrio Hospitality Suite Taller Puertorriqueño's new facility
- Stage banner
- Prominent exhibit space (30' x 30')
- Your corporate logo on all collateral materials associated with the event
- If desired, entitled to one free artistic participation in celebration of Hispanic Heritage month

**☐ \$ 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
- Corporate logo prominently displayed in our street banner to be hanged across 5th Street at the 2700 block entrance, to be viewed by an estimated audience of 10,000.
- VIP access for 6 to Feria del Barrio Hospitality Suite 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 social media.
- Corporate logo prominently displayed in our street banner to be hanged across 5th Street at the 2700 block entrance, to be viewed by an estimated audience of 10,000.
- Logo/link on feria.tallerpr.org
- VIP access for 6 to the Hospitality Suite at La Feria del Barrio Taller Puertorriqueño's new facility
- Company banner prominently placed at event
- 20 x 20 Ft. exhibit display at event

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

- Sponsor listing on press releases and paid media, including social media
- Corporate logo\*\* prominently displayed in our street banner to be hanged across 5th Street at the 2700 block entrance, to be viewed by an estimated audience of 10,000.
- VIP access for 4 to Feria del Barrio Hospitality Suite Taller Puertorriqueño's new facility
- Prominent exhibit space (10' x10')

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

- 10' x 10' exhibit space
- Listing recognition in Feria website and social media.
- VIP access for 4 to Feria del Barrio Hospitality Suite 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, August 9, 2019.**

Sponsor Reply Form: **Deadline: August 9, 2019**

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.