



Sunday, September 19, 2021 • North 5<sup>th</sup> Street between • Huntingdon and Somerset Streets • 12 p.m. to 5 p.m.  
April 30, 2021

NAME  
COMPANY  
ADDRESS  
CITY, STATE, ZIP

Dear :

Thank you for your continued support of the Feria del Barrio!

Last year we hosted Feria online in response to the pandemic. Despite this, Feria was a successful event that celebrated Latinx art, resilience, and unity to the beat of live music and dance. Feria is central to our community, and we are committed to celebrating it again in 2021.

Now in its 37<sup>th</sup> year, Feria is presented and produced by **Taller Puertorriqueño** in partnership with **Asociación de Puertorriqueños en Marcha (APM)**, **Congreso de Latino Unidos**, **HACE**, and **Raíces Culturales Latinoamericanas**. It is the largest event presented by a coalition of organizations dedicated to promoting art, culture, education, health, economic development and community. Feria is a well-known and attended event rich with culture and opportunities for businesses and organizations to reach the community.

We plan to host a safe in-person festival and be ready to adapt if circumstances do not yet permit in-person gatherings. **Should the event transition to virtual, we will work with you to transition benefits according to described options.**

The 2021 Feria is scheduled for Sunday, September 19, 2021 from Noon to 5 pm, on North Fifth Street between Huntingdon and Somerset Streets. We hope you will join us at the famed El Centro del Oro (the Golden Block) as the community gathers to enjoy a family-friendly outdoor celebration supported by our TV media partner, Comcast -Telemundo62, and radio partner. We expect to reach thousands of guests and many households throughout the region through a comprehensive social media, radio, and television marketing and advertising campaign with our media partners.

As a sponsor to Feria, your company can show your support to the Latino community. More than 500,000 Latinos live in the region, and attendees come from the City and suburbs, New Jersey, and New York. Participation in the Feria will guarantee that your organization will reach the growing Latinx market.

We invite you to review the attached sponsor and vendor packet and encourage you to join us for what we know will be a great event. Any first-time sponsors at the level of \$1,500 or more will get special recognition on the main stage.

To confirm your participation please contact Dr. Carmen Febo-San Miguel at [cfebo@tallerpr.org](mailto:cfebo@tallerpr.org). We look forward to seeing you at El Centro del Oro on Sunday, September 19th!

Sincerely,

Carmen Febo-San Miguel, MD., Executive Director, Taller Puertorriqueño  
Nilda Ruiz Singh, President and CEO, Asociación Puertorriqueños en Marcha  
Carolina Cabrera Di Giorgio, Esq., President and CEO, Congreso de Latinos Unidos  
Maria Gonzalez, President and CEO, HACE  
Mike Esposito, Board Chair, Raíces Culturales Latinoamericanas



**☐ \$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.
- Your corporate logo on all collateral materials associated with the event.
- Corporate logo most prominently displayed in our street banner to be hanged across 5th Street at the 2600 & 2700 block entrance, to be viewed by an estimated audience of 10,000.

If in person event:

- VIP access for 10 to Feria del Barrio Hospitality Suite Taller Puertorriqueño's facility. **In the event of a virtual event offer a pre-Feria meet & greet with artists over zoom where you can invite up to 10 guests.**
- Stage banner.
- Prominent exhibit space (30' x 30').

**☐ \$ 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
- Your corporate logo on all collateral materials associated with the event
- Corporate logo prominently displayed in our street banner to be hanged across 5th Street at the 2600 & 2700 block entrance, to be viewed by an estimated audience of 10,000.

If in person event:

- VIP access for 10 to Feria del Barrio Hospitality Suite Taller Puertorriqueño's facility. **In the event of a virtual event offer a pre-Feria meet & greet with artists over zoom where you can invite up to 10 guests.**
- Stage banner
- Prominent exhibit space (20' x 20')

**☐ \$ 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 2600 & 2700 block entrance, to be viewed by an estimated audience of 10,000.
- Logo/link on feria.tallerpr.org

If in person event:

- VIP access for 8 to the Hospitality Suite at La Feria del Barrio Taller Puertorriqueño's facility. **In the event of a virtual event offer a pre-Feria meet & greet with artists over zoom where you can invite up to 6 guests.**
- 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 2600 & 2700 block entrance, to be viewed by an estimated audience of 10,000.

If in person event:

- VIP access for 6 to Feria del Barrio Hospitality Suite Taller Puertorriqueño's facility. **In the event of a virtual event offer a pre-Feria meet & greet with artists over zoom where you can invite up to 6 guests.**
- Prominent exhibit space (10' x 20')

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

- Listing recognition in Feria website and social media.

If in person event:

- 10' x 10' exhibit space
- VIP access for 4 to Feria del Barrio Hospitality Suite Taller Puertorriqueño's facility. **In the event of a virtual event offer a pre-Feria meet & greet with artists over zoom where you can invite up to 4 guests.**



**\$ 250 COMMERCIAL VENDOR, Benefits Include:**

- Listing recognition at event.

If in person event:

- 10' x 10' exhibit space
- VIP access for 2 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 21, 2021.**

Sponsor Reply Form: **Deadline: August 7, 2021**

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):

- \_\_\_\_\_ \$ 7,500 Community Visionary  
 \_\_\_\_\_ \$ 5,000 Community Builder  
 \_\_\_\_\_ \$ 1,500 Community Partner  
 \_\_\_\_\_ \$ 500 Community Collaborator  
 \_\_\_\_\_ \$ 250 Commercial Vendor

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.