



Sunday, September 11, 2022 • North 5th Street between • Huntingdon and Somerset Streets • 12 p.m. to 6 p.m.

June 6, 2022.

Dear Sir/Madam:

We hope we can count on your continued support of the FERIA del Barrio!

Last year we hosted an in person FERIA that, even though a shorter event accomplished all its intended goals. It brought the community together to celebrate and socialize following safety COVID guidelines, it was a venue to promote the work of the many community organizations that has continued despite the challenges of the pandemic, and it was a space where artists could share their creativity and talents. In its 38th year, FERIA celebrated Puerto Rican/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 2022..

Now in its 38th year, FERIA is presented and produced by **Taller Puertorriqueño** in partnership with **Asociación de Puertorriqueños en Marcha (APM)**, **Congreso de Latino Unidos**, **HACE**, **Raíces Culturales Latinoamericanas** and the **TV Media Support of Comcast/Telemundo62**. 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 or smaller gatherings. The 2022 FERIA is scheduled for Sunday, September 11, 2022 from Noon to 6 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. With TV media partner, Comcast -Telemundo62. We expect to reach thousands of guests and many households throughout the region with 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 700,000 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 \$2,500 or more will get special recognition on the main stage.

To confirm your participation please contact Nasheli J Ortiz González or at 215 426-3311. We look forward to seeing you at El Centro del Oro on Sunday, September 11th!

Sincerely,

Nasheli J. Ortiz González, 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





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<p>\$ 5,000 COMMUNITY BUILDER</p> <p><i>Benefits Include:</i></p>	<p>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. 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')</p>
<p>\$ 2,500 COMMUNITY INVESTOR</p> <p><i>Benefits Include:</i></p>	<p>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 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 guests. Company banner prominently placed at event 20 x 20 Ft. exhibit display at event</p>
<p>\$ 1,500 COMMUNITY PARTNER</p> <p><i>Benefits Include:</i></p>	<p>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. 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')</p>
<p>\$750 COMMUNITY SUPPORTER</p> <p><i>Benefits Include:</i></p>	<p>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 5 guests. Prominent exhibit space (10' x 10') Listing recognition in Feria website and social media.</p>
<p>\$ 500 COMMUNITY COLLABORATOR</p> <p><i>Benefits Include:</i></p>	<p>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.</p>
<p>\$ 250 COMMERCIAL VENDOR</p> <p><i>Benefits Include:</i></p>	<p>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.</p>

**All high-resolution logos need to be submitted by Friday, August 15, 2022.



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Sponsor Reply Form: **Deadline: August 15 , 2022**

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):

- \$ 5,000 Community Builder
- \$ 2,500 Community Investor
- \$ 1,500 Community Partner
- \$ 750 Community Supporter
- \$ 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.