



Connecticut Institute for Community Development Puerto Rican Parade, Inc.

2020 Media and Investment Opportunities

The Connecticut Institute for Community Development (CICD) Puerto Rican Parade, Inc. Hartford Chapter is proud to announce the **2020 Annual Greater Hartford Puerto Rican Day Parade and Festival del Coquí will be Sunday, June 7, 2020**. The parade will follow a route via Hartford's main streets that will culminate at Bushnell Park where the festival will take place.

Executive Directors

Samuel Vega, Jr.
President

Carlos Rodriguez
Vice- President

Katherine Fontanez
Secretary

Carmen R. Franceschi
Treasurer

Juan Rodríguez
Sergeant at Arms

Board of Directors

Elida Joya
Pedro Mercado
Brenda M. Cartagena

2019 Royal Court

Genevieve Bermudez
Miss Puerto Rico

Tania Trinidad
**Miss Puerto Rico
Pre- Teen**

The parade and the festival are the perfect opportunity for your business, company or organization to continue demonstrating support for the Latino community and a remarkable way to promote your brand/service to this rapidly growing demographic. Sponsors like you ensure both of these events are a success and now is the perfect time to get involved.

With an average of 50,000 people attending each year, the investment opportunities include:

- an intimate connection with the region's Puerto Rican and Latino community
- prominent recognition at the event
- an assigned number of VIP tickets to several events leading to and including the parade and festival
- extensive media coverage that will provide trade advertising on printed and digital promotional materials

Your partnership is invaluable to our success as a fully volunteer-run, nonprofit organization. With your contribution, we will be able to continue enriching our community by exposing our youth to the beautiful Puerto Rican culture, and hosting our many long standing cultural events such as the Miss Puerto Rico of Hartford Pageant, Maria C. Sanchez Scholarship Golf Tournament and Awards Banquet.

Attached is information sponsorships and how you can participate. We are excited for you to join us! We look forward to answering any questions you may have. For information contact Sammy Vega at (860) 904-7860 or email us at cicdprparade@gmail.com.

Thank you in advance for your continued support of our community.

Sincerely,

Samuel Vega, Jr.
President

Carlos Rodriguez
Vice President

Our Events

Greater Hartford Puerto Rican
Parade & Festival del Coquí
June 7, 2020



Miss Puerto Rico of
Greater Hartford Cultural
Pageant - May 23, 2020



María C. Sánchez Awards
Banquet - March 14, 2020

Our Audience

Event	Attendance
Banquet	~350 historically, usually sold out
Pageant	~200 estimated, family members and friends
Parade	10,000 estimated along parade route
Festival	50,000 estimated historically

ISLA PLATINUM INVESTMENT

\$10,000.00

- Lead sponsor of the Parade & Festival
- Premium stage speaking opportunity during the Festival
- Prominent mention in promotional announcements advertising on radio/TV/social media campaigns during the **eight weeks** preceding the event
- 2 Radio Interviews with the Parade Organizers two weeks before the event
- Exclusive visit of 2020 Miss Puerto Rico of Greater Hartford Queens.
- Promotional messages to air on WTNH, WCTX & WTNH.com – tagged with sponsors audio, message and logo.
- Sponsored social media posts encouraging people to attend the Parade and tune-in to NEWS 8 to watch tagging your social pages.
- Your logo featured adjacent to all news stories highlighting the Parade and the causes it supports: promoting leadership and education, celebrating traditions and being involved in community services. All stories posted to category on WTNH.com.
- NEWS 8 team will feature your business and employees showcasing your commitment to the Puerto Rican community in a content package air on CT Style at 12:30pm and CT Style Express in the 9am newscast the week leading up to the Parade.
- Logo on signage near the NEWS 8 broadcast desk
- Lead sponsor identification in the live Parade coverage on NEWS 8
- 15 VIP tickets to attend all parade and festival events
- Sponsor logo on all printed, social media and web marketing materials
- Logo on CICD PR Parade website for one year linked to sponsor website
- Float or company vehicle in Parade (*provided by sponsor*)
- Banner placed on stage (*provided by sponsor*)
- Exhibitor booth and table at the Festival
- 1 Full Page Black and White Ad in the event 2020 Maria C. Sanchez Gala on 3/14/20
- 5 VIP Tickets to the 2020 Maria C. Sanchez Gala on 3/14/20
- Prominent mention on social media prior to and during event of the 2020 Maria C. Sanchez Gala on 3/14/20

COQUI GOLD INVESTMENT

\$7,500.00

- Prominent mention in promotional announcements advertising on radio/TV/social media campaigns during the **six weeks** preceding the event
- 12 VIP tickets to attend all events
- Sponsor logo on all printed, social media and web marketing materials
- Logo on CICD PR Parade website for one year linked to sponsor website
- Float or company vehicle in Parade (provided by sponsor)
- Exhibitor booth and table at Festival

FLAMBOYAN SILVER INVESTMENT

\$5,000.00

- Prominent mention in promotional announcements during the **four weeks** advertising radio/TV campaigns.
- 10 tickets for all VIP Events
- Sponsor logo in all printed, social media and web marketing materials
- Logo on CICD PR Parade website for one year linked to sponsor website
- Banner placed on stage (*provided by sponsor*)
- Float or company vehicle in Parade (*provided by sponsor*)
- Exhibitor booth and table at the Festival

AMAPOLA BRONZE INVESTMENT**\$2,500.00**

- Logo placement in promotional announcements during the **two weeks** advertising TV campaigns.
- Company mention on all printed, social media and web marketing materials.
- Sponsor name on CICD PR Parade website for one year linked to sponsor website
- 6 tickets for all VIP Events
- Float or company vehicle in Parade (*provided by sponsor*)
- Exhibitor booth and table at the Festival

EL MORRO INVESTMENT**\$1,000.00**

- 2 tickets for all VIP Events
- Company name mention on all printed, social media and web marketing materials
- Sponsor name on CICD PR Parade website for one year linked to sponsor website
- Float or company vehicle in Parade (*provided by sponsor*)

To confirm your participation, please complete and return this form along with your **Camera Ready Ad (hi- resolution jpg)** and check payable to **CICD PR Parade** to:

CICD Puerto Rican Parade, Inc.
c/o Sammy Vega, President
80 Cedar Street
Hartford, CT 06106

For information contact **Sammy Vega at (860) 904- 7860** or email us at CICDPRParade@gmail.com

<input checked="" type="checkbox"/>	DESCRIPTION	INVESTMENT	TOTAL
	SPONSORHIPS		
	ISLA PLATINUM	\$10,000	
	COQUI GOLD	\$7,500	
	FLAMBOYAN SILVER	\$5,000	
	AMAPOLA BRONZE	\$2,500	
	EL MORRO	\$1,000	
TOTAL ENCLOSED:			

Contact Name	Title
Company Name	
Address	
City/State/Zip	
Phone	Fax
Email Address	