



# SPONSORSHIP OPPORTUNITIES

2025

[WATERBURYPR.ORG](http://WATERBURYPR.ORG)



A program of the  
Afro-Caribbean Cultural Center  
158 Grand Street, Waterbury, CT  
[www.taino-nation.org](http://www.taino-nation.org)

# looking forward

As a community, we have triumphed and saw the return of our Greater Waterbury Puerto Rican Day Parade in 2024. BoriFest now enters its third year, and our committee has build new strong bonds with the City of Waterbury's office of the Mayor.

Waterbury since the founding of the Afro-Caribbean Cultural Center has seen a resurgence of Puerto Rican, Taino and Afro-Caribbean art, culture, learning and creativity.

A little known fact is that the Greater Waterbury Puerto Rican Day Parade & Festival began as a program of the ACCC. After three years of an amazing run as an independent organization, the Parade & Festival has returned home and is now a proud program of ACCC.

The Greater Waterbury Puerto Rican Day Parade & Festival has received an overwhelmingly enthusiastic response from our valued community members, partners and sponsors. Our 2024 Puerto Rican Weekend celebration was attended by an estimated 5,000 people from all over Greater Waterbury and the State of Connecticut, surpassing expectations and making it our biggest and best celebration yet!

As a small nonprofit organization, 2024 was a year of tremendous growth for the ACCC:

- The hiring of an Executive Director dedicated to increasing our year-round programming, strengthening our community relations, and focusing on diversity, equity, inclusion and belonging.

- We wrapped up our first year of Pa'lante Theater and a successful production of "Calling Puerto Rico." Which toured the entire State of Connecticut.
- We proudly partnered with the multiple organizations like the Rivera Memorial Foundation, Hispanic Coalition, Silas Bronson Library, Mattatuck Museum, Judah's Camp School of Music, North End Rec Center, New Opportunities, B.L.A.C., and others.
- Last but not least, we expanded our offerings and moved into a new state of the art facility at 158 Grand Street. ACCC is committed to all Caribbean Cultures while recognizing the Puerto Rican contributions to Waterbury's fabric and make up.

As you can imagine, we've set our goals high for 2025. We are confident it will be an even bigger and better year for Puerto Rican Parade & Festival! If you have partnered with us in the past, we greatly appreciate your support and look forward to another amazing year. If you are a new supporter, we warmly welcome you — and rest assured our collaboration and your contributions will have a significant impact on our regional community.

Together, we are resilient. We are strong. We are Boricuas and Proud. WEPA! I look forward to seeing you September 5, 2025!

Rafael Feliciano-Roman  
President & CEO





# our mission



The vision of the Greater Waterbury Puerto Rican Day Parade and Festival Committee is to catalyze positive change for the Puerto Rican Community in Greater Waterbury.

We will do this by:

- Increasing Civic Engagement & Participation.
- Serving as a Hub & Physical space for the new Puerto Rican diaspora coming from the island.
- Creating & Sustaining Education, Sports and the Arts for young to young at heart.
- Ensuring the Community is always involved and included and has a seat at the table.
- Creating and Maintaining a Greater Waterbury Puerto Rican Agenda.

In short, we will work to ensure the Puerto Ricans in this area are the priority and an option, in perpetuity.

The Afro Caribbean Cultural Center (ACCC) is a vibrant home for Caribbean, Taino and afro-descendent cultures, in Connecticut. Our Center without walls philosophy means we will perform our work in spaces (art and cultural institutions) that already exist.

A multi-disciplinary center, ACCC integrates the arts, education, activism, and conscious cultural tourism to foster social transformation. We document and present the creative genius of African Diaspora cultures, prepare the next generation of cultural leaders, and unite Diaspora communities.





# sponsorship

Greater Waterbury Puerto Rican Day Parade & Festival Committee truly values the support of businesses and organizations. Without great sponsors helping drive awareness, our mission would not be possible. We offer a variety of promotional assets in our sponsorship levels including entitlements, digital media, print, grass roots activations, B2B opportunities and more. There is truly a sponsorship level for everyone.

		Presenting	Coqui	Flamboyant	Isla	Laton	Local Partner
		\$10,000	\$7,000	\$5,000	\$2,000 <sup>†</sup>	\$1,000 <sup>†</sup>	\$500
<b>PARADE</b>	Parade units included	4	3	2	1	1	
<b>FESTIVAL</b>	Dedicated prime Sponsor area booth space	30x30	10x20	10x10	10x10	10x10	
20,000+ visitors (2022/2023 Combined)	Exclusive Pride presenting banner	✓					
	Banner placement	✓	✓	✓	✓		
	Recognition in festival announcements	✓	✓	✓	✓	✓	
<b>WEBSITE</b>	Banner ad on home page	✓					
waterburypr.org	Logo placement on home page	✓	✓				
(6K annual visits)	Logo on sponsorship page link to site	✓	✓	✓	✓	✓	✓
<b>EMAIL BLASTS</b>	Logo in email blasts (5K+ subscribers)	✓	✓	✓	✓	✓	
<b>SOCIAL MEDIA</b>	Facebook posts (2K+ followers)	3	2	1	1	1	1
	Instagram posts (1K+ followers)	3	2	1			
	Tik Tok (1K+ followers)	3	2	1			
<b>LATON GUIDE</b>	Official Virtual PR Guide advertisement	2 Pages	1 Page	1/2 Page	1/4 Page		
<b>LOGO VISIBILITY</b>	Sponsor logo added to WPR logo	✓					
	Board/Production Team shirts	✓					
	Volunteer T-shirts	✓	✓				
	Official sponsor listing	✓	✓	✓	✓	✓	✓
	Main stage LED wall	✓	✓	✓	✓	✓	✓
	Advertising as available	✓	✓	✓	✓	✓	
<b>VIP EXPERIENCE</b>	VIP Lounge access passes	10	7	5	2		
	Other pride event access passes	✓	✓	✓			

Level amounts are based on a cash donation or in some cases an in-kind trade based on the current documented market value of provided goods and services (including media and advertising services). Benefits expire if unused and cannot be exchanged or transferred without prior approval.

Small businesses and non-profits with 20 or fewer employees and under \$2M in annual revenue will receive 50% off Coqui & Flamboyant base levels. We reserve the right to verify an organization's status in order to qualify.

(1) Parade unit is defined as either a) an allotment of up to 50 walkers b) one vehicle that is not a float c) one float including tow vehicle. ACCC /WPR does not provide vehicles, floats, decor or other materials.



# extras

Extra opportunities are in addition to existing sponsorship levels and begin at the pricing shown below, are exclusive (unless otherwise noted) and require a minimum base sponsorship level. Extra opportunities may include additional benefits and requirements, please inquire with our sponsorship team for details.

## PARADE \$7,000 + BASE SPONSORSHIP

As one of the most visible segments of our festival, this will bring attention to your brand and show your support for the Puerto Rican community. Your banner, float and marchers will help kick off the parade. (Flamboyant level or higher)

## FESTIVAL STAGE SPONSOR \$5,000 + BASE SPONSORSHIP

With vendors, food and bars nearby, each stage will feature top talent, attract a captive crowd and spotlight your brand. Sponsorship is per stage. (Flamboyant level or higher)

## VIP EXPERIENCE LOUNGE \$3,000 + BASE SPONSORSHIP

Our VIP Lounge is perfect to host and entertain. Located with fantastic views of festival and entertainment. Sponsorship is for sole VIP lounge. (Flamboyant level or higher)

## ADDITIONAL OPPORTUNITIES

ATMs	\$2,500 + Laton or higher
Parade Review Stand	\$1,500 + Laton or higher
Kick-Off Reception	\$1,500 + Laton or higher
Official After Party	\$1,500 + Laton or higher
Portalets	\$1,500 + Laton or higher
Security Walkies	\$1,000 + Laton or higher
Volunteer HQ	\$1,000 + Laton or higher



# 2024 sponsors



**DEFRONZO & PETROSKEY, P.C.**  
WATERBURY, CONNECTICUT  
CONNECTICUT PERSONAL INJURY ATTORNEYS  
AQUI SE HABLA ESPAÑOL - 203-756-7480



PRESENTS THE

# GREATER WATERBURY

# PUERTO RICAN

## Weekend 2024

**SEPT 13<sup>TH</sup> . SEPT 14<sup>TH</sup> . SEPT 15<sup>TH</sup>**

**PERFORMANCES BY:**



**CHARLIE CRUZ**  
SALSA STAR



**JUDY TORRES**  
FREESTYLE QUEEN

MORE ACTS TO BE ANNOUNCED - STAY TUNED!

**2024 LATONRICAN AGENDA**

**FRIDAY SEPT 13, 2024**  
 THE HISPANIC COALITION OF GREATER WATERBURY'S  
**37TH ANNUAL PUERTO RICAN FLAG RAISING & PUERTO RICAN MAYOR OF THE DAY CEREMONY**  
 WATERBURY CITY HALL - 235 GRAND STREET, WATERBURY CT 06702  
 10:00 AM - 12:00 PM

**SATURDAY SEPT 14, 2024**  
 **GREATER WATERBURY PUERTO RICAN PARADE & FESTIVAL**  
**2<sup>ND</sup> ANNUAL BORIFEST**  
 THE OFFICIAL GREATER WATERBURY PUERTO RICAN DAY FESTIVAL  
 HAMILTON PARK, 110 HAMILTON PARK ROAD, WATERBURY, CT 06705  
 11:00 AM - 7:00 PM

**SUNDAY SEPT 15, 2024**  
 **GREATER WATERBURY PUERTO RICAN PARADE & FESTIVAL**  
**25<sup>TH</sup> ANNIVERSARY GREATER WATERBURY PUERTO RICAN DAY PARADE**  
 DOWNTOWN WATERBURY CONNECTICUT  
 START / LINE UP: FREIGHT STREET  
 END / REVIEW STAND: WATERBURY CITY HALL  
 KICK OFF: 10:00 AM

**ALL EVENTS WILL OCCUR RAIN OR SHINE! WEPA!!**

**SPONSORED IN PART BY:**







We love showcasing partners who are passionate about supporting Puerto Rican culture & identity. Want to see your company or organization listed here? Contact [waterburyrparade@gmail.com](mailto:waterburyrparade@gmail.com) right away!





## 2025 EVENT SPONSORSHIP OPPORTUNITIES FORM

PLEASE INDICATE YOUR CHOICE BELOW:

2025 PARADE & FESTIVAL EVENT SPONSORSHIP OPPORTUNITIES					
Presenting Sponsor*	<input type="checkbox"/>	\$10,000	<i>Community Partner</i>	<input type="checkbox"/>	\$500
Coqui Sponsor*	<input type="checkbox"/>	\$7,000	<i>Parade (+Base Sponsorship Amount )</i>	<input type="checkbox"/>	\$7,000
Flamboyant Sponsor*	<input type="checkbox"/>	\$5,000	<i>Stage (+Base Sponsorship Amount )</i>	<input type="checkbox"/>	\$5,000
<i>Isla Sponsor*</i>	<input type="checkbox"/>	\$2,000	<i>VIP (+Base Sponsorship Amount )</i>	<input type="checkbox"/>	\$3,000
<i>Laton Sponsor*</i>	<input type="checkbox"/>	\$1,000	ADDITIONAL OPPORTUNITIES AMOUNT		\$ _____
<b>TOTAL SPONSORSHIP AMOUNT</b>					<b>\$ _____</b>

\*A percentage of in-kind donations may be accepted from these high level sponsorships. Sponsor Exhibitor Space is available with arrangements made one month prior to the event.

**PLEASE CONTACT ME:**

*I'd like to discuss a customized sponsorship package as a Puerto Rican Day Festival Sponsor.*

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Website: \_\_\_\_\_ Date of submission: \_\_\_\_\_

*Make checks payable to: **Afro-Caribbean Cultural Center** (Memo Line: Waterbury PR 2025)  
or you can pay by credit card by completing the information below. Address Above must match card info below.*

Credit Card Information	
<b>Visa – MasterCard – American Express</b>	
Name as appears on card:	Expiration Date:
Card Number:	Security Code:
Signature:	

**To ensure recognition in promotional materials, donations must be received by May 31, 2025**





Thank you for taking the time to review our partnership opportunities—we appreciate your support of our event! Complete the form and submit payment to secure your spot as a 2025 sponsor. Remember that the earlier you register, the earlier you can start seeing the benefits of your sponsorship. In addition to the packages listed here, we welcome the opportunity to discuss customized packages. W-9 and Invoice available.

# next steps

Contact the sponsorship team at:

[waterburyprparade@gmail.com](mailto:waterburyprparade@gmail.com)

[WATERBURYPR.ORG/WATERBURYPRSPONSORS](http://WATERBURYPR.ORG/WATERBURYPRSPONSORS)

Save The Date  
09/06/2025

