



Sociedad Herencia Puertorriqueña

Puerto Rican Heritage Society

Culture | Education | Community

Est. 1984 - San Antonio TX

Dear Friend,

The Puerto Rican Heritage Society (PRHS), invites you to become a sponsor of the **17^{mo} Festival de Puerto Rico en San Antonio** on Sunday, October 29, 2023 from 12:00 to 6:00 p.m. at the San Antonio Shrine Auditorium, 901 North Loop 1604 West.

Please join us as a supporter of the largest and longest-running festival celebration of Puerto Rican culture in San Antonio. Your support of the Puerto Rican Heritage Society will not only help us offer the City of San Antonio an unforgettable cultural event, but it will also provide us the ability to carry out mission imperatives, such as our scholarship program. This family-friendly biannual cultural festival draws thousands of people from Greater San Antonio and surrounding areas to join in celebrating Puerto Rican culture through live music, art, food and dance. This year's theme is **¡Pa'lante!** a colloquial Puerto Rican expression that means *Onward!* We are proud to showcase our local Puerto Rican musical talent, small businesses, artists and restaurants that continue to contribute to the cultural and economic richness of our beloved Alamo city in spite of the challenges of the past few years. We are also excited to announce that we will bring directly from Puerto Rico, artisans that will present hand-crafted traditional art and **Son Divas** as the festival's music headliner. **Son Divas** is a renowned all-women Latin orchestra that is sure to bring attendees to their feet dancing to the island's vibrant sounds for an afternoon with a great purpose.

Proceeds from the **17^{mo} Festival de Puerto Rico en San Antonio** will support the annual distribution of scholarships to local high school graduates attending their first year of college. With the generous support of local sponsors like you, we were able to distribute \$14,000 to deserving students in May of 2023. This year we look to you and your organization to partner with us in making a difference in the lives of deserving high school students as they embark on their higher-education journey in 2024. In addition, proceeds support other cultural outreach programs in the community, including our biennial Cultural Event and the Three Kings Day Celebration.

We hope you will consider becoming a sponsor of our work. Attached are the sponsorship levels for your review. As a 501(c)(3) non profit organization your donations are tax-deductible to the fullest extent of the law. If you have supported us in the past we would like to thank you for your generosity and ask for your continued support. If you are a new sponsor we look forward to adding you to our family of supporters. Thank you for embracing and fostering diversity in our city by helping us preserve and promote the culture and traditions of Puerto Rico in San Antonio.

With gratitude,

Liliana Cuevas Mackenzie
2022 - 2023 President
Puerto Rican Heritage Society
Mobile: 210-542-7613

Vivian & Juan Carlos Pérez
Co-Chairs, 17^{mo} Festival de Puerto Rico
Puerto Rican Heritage Society



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17th FESTIVAL DE PUERTO RICO - Sponsorship Opportunities

Title Sponsor - \$10,000

- Recognition as the Title Sponsor from the stage by the MC and orchestra throughout the event
- Prominent logo display on stage signage at the event
- Recognition and acknowledgement as the Title Sponsor with your logo on all media promotion and marketing, including all PRHS social media platforms, website and printed materials (including Eventbrite tickets and wristbands)
- 25 admission tickets to the Festival including early access to the *pre-show VIP event "Cafe con Cultura"*
- Enjoy the festival the show from a premium table reserved for up to 25
- VIP swag bags for 25
- Option to have a promotional table & chair at a prominent venue location
- Our Title Sponsor will be presented with a plaque by the President of SHP during the event
- Invitation to present a scholarship to a student at our 2024 SHP Scholarship Awards Ceremony

Gold Sponsor - \$5,000

- Recognition as a Gold Sponsor from the stage by the MC throughout the event
- Recognition and acknowledgement as a Gold Sponsor with your logo on all PRHS social media platforms, website and printed materials
- 16 admission tickets to the Festival including early access to the *pre-show VIP event "Cafe con Cultura"*
- Reserved table to enjoy the show from a premium location for up to 16
- VIP swag bags for 16
- Option to have a promotional table & chair at a prominent location
- Invitation to present a scholarship to a student at our 2024 SHP Scholarship Awards Ceremony

Silver Sponsor - \$2,500

- Recognition and acknowledgement as a Silver Sponsor with your logo on all PRHS social media platforms and website
- 10 Admission tickets to the Festival including access to the *pre-show VIP event "Cafe con Cultura"*
- VIP swag bags for 10
- Invitation to attend our 2024 SHP Scholarship Award Ceremony and recognition as a valued sponsor at the Silver Level



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Bronze Sponsor - \$1,000

- Logo and recognition PRHS social media platforms and website
- 4 Admission tickets to the Festival including access to the *pre-show VIP event "Cafe con Cultura"*
- VIP swag bags for 4
- Invitation to attend our 2024 SHP Scholarship Award Ceremony and recognition as a valued sponsor at the Bronze Level

Early Access Pre-Festival Event - CAFE CON CULTURA

*Support a great cause and be a part of this special VIP Event. Arrive at the venue before doors open to the public and relax with a fresh cup of Puerto Rican "cafecito" and pastries just like at the "panadería". Meet with and have a photo op with members of the headlining orchestra, **Son Divas**. Get settled early and listen to the sound check for the orchestras. To top it all, get the VIP treatment with a special swag bag to commemorate the special day! We look forward to thanking you for your support of our mission in person!*

17th FESTIVAL DE PUERTO RICO 2023 - ¡PA'LANTE!

Mission:

The mission of the Puerto Rican Festival is to celebrate Puerto Rican culture in San Antonio through live music, dance, food, and art.

About the festival:

Festival de Puerto Rico in San Antonio is the largest celebration of Puerto Rican Culture in San Antonio. This family-friendly biannual cultural festival draws thousands of people from Greater San Antonio to join in celebrating Puerto Rican culture through live music, art, food and dance.

Festival de Puerto Rico is one of the largest and longest-running Hispanic festivals in Texas, bringing cultural impact to the fabric of San Antonio continuously since 1985. Furthermore, each year a portion of the proceeds from the festival is given back to the San Antonio community through scholarships.

The Puerto Rican Festival is organized by Sociedad Herencia Puertorriqueña/Puerto Rican Heritage Society (PRHS) a 501(c)(3) organization led by women of Puerto Rican Descent for the past 40 years, whose mission pillars are: culture, education, and community. Established in 1984, PRHS promotes Puerto Rican culture through cultural events and supports education through scholarships.



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I would like to sponsor the **17th FESTIVAL DE PUERTO RICO** at the following level:

- | | |
|---|---|
| <input type="checkbox"/> Title - \$10,000 | <input type="checkbox"/> Silver - \$2,500 |
| <input type="checkbox"/> Gold - \$5,000 | <input type="checkbox"/> Bronze - \$1,000 |

Individual options:

- I wish to purchase (#) _____ Tickets to the Festival at \$30 each. Total: _____
- I wish to make an additional donation of \$ _____
- I am unable to attend, but please accept my donation of \$ _____
- I wish to support SHP/PRHS Cultural Mission with:
 - a monthly donation of: (circle one) \$10 \$20 \$ _____ OR • a one-time donation of \$ _____
- I wish to support SHP/PRHS Annual Scholarship Award Program with:
 - a monthly donation of: (circle one) \$10 \$20 \$ _____ OR • a one-time donation of \$ _____
- I wish to make an *in-kind* donation of _____ Valued at \$ _____

Sponsor / Donor Information:

Contact name, Title & Company

Mailing Address

Email & Phone

Sponsorship name to appear in all publications.

Please write checks to: **SHP**. Mail to: **P.O. Box 460206, San Antonio, TX 78246**

If you wish to pay by credit card, please email this form to hola@coquisa.org requesting an online invoice. Email your 300 dpi JPG, PDF or PNG logo to: hola@coquiSA.org

The deadline to be included in printed materials is Sept. 29, 2023.

Would you like to make an *in-kind* donation, volunteer or inquire about category exclusivity?

Please contact: **Liliana Cuevas Mackenzie** at: LilianaCMackenzie@gmail.com | Cell:

210-542-7613