



Advancing Diversity, Equity & Inclusion
through Health, Arts & Culture

2023 Sponsorship Packet





Event Overview:

A celebration of Puerto Rican-American arts and culture has been observed by the Greater Cleveland community each summer since 1969. Its purpose has been to bring the city's residents together, highlighting its rich diversity, and educate the community about the many contributions to the city's history and beyond.

The EXPO includes ongoing programming and workshops which span over 7 months. The highlight of which is a two day event starting on August 5, 2023 with exhibits, local artisans, and cultural presentations. The second day kicks off with a one-mile community building caravan of visual arts and creative floats led by the city's Mayor and other civic leaders. The caravan proudly showcases the diversity among Hispanic organizations, businesses, and civic groups that contribute to the development of Northeast Ohio.

The EXPO aims to educate and empower the Cleveland community by presenting workshops (in partnership with the Cleveland Museum of Art and the Cleveland Public Library), educational presentations, and displays of the story of Puerto Rican-Americans and their traditions. Some of these include teaching the significance and meaning of many Taíno hieroglyphics; carvings that have a special significance and insight into the story of the indigenous people of Puerto Rico.

Community health partners provide screenings and services, free of charge, to collectively address social determinants of health. The EXPO's impact helps reduce health disparities and brings us closer to reaching health equity in the heart of the Clark-Fulton neighborhood, the most densely Hispanic populated enclave in the State of Ohio.

Regional and internationally known artists are presented during our highlight event, attracting many attendees. Through our vendor opportunities, local residents are inspired into entrepreneurship, fostering new economic development in the neighborhood and eliminating economic barriers.

The EXPO culminates during Hispanic Heritage Month in a celebratory event that recognizes countless volunteer hours, partnerships, and professional development.

Features & Benefits:

- Access to well over 10,000 visitors throughout expo activities
- Website/Social Media Mentions and Sponsor Recognition leading up to our highlight event
- Showcases company's commitment to address social determinants of health
- Showcases company's commitment to diversity, equity and inclusion
- Media coverage of the event with on-site reporters during live event broadcasts, local news, special programming, and online news platforms. Outlets include:
 - WOIO Channel 19
 - WJW Fox 8
 - WKYC Channel 3
 - Spectrum News 1
 - Vocero Latino Newspaper coverage of the event with on-site journalists which issues a special event print edition in their monthly Northeast Ohio, Akron, Painesville, and Toledo area newspapers.

Workshop Programming:

Cleveland Public Library - Fulton Branch
3545 Fulton Road Cleveland OH 44109

Date/Time: TBD

Cleveland Museum of Art
The Pivot Center for Art, Dance and Expression
2937 W. 25th Street Cleveland OH 44113

Date/Time: TBD

Highlight Event:

Cleveland's Clark Fulton Neighborhood

Location: TBD

Saturday, August 5, 2023

12PM

Sunday, August 6, 2023

11AM

Sponsorship Info:

Ph: (440) 340-1191

Sergeant Manny Vélez

Email: evelez.hpoa216@gmail.com

The Puerto Rican EXPO is an initiative of the Hispanic Police Officers' Association (HPOA), a 501(c)(3) non-profit organization.



53rd ANNUAL PUERTO RICAN EXPO

Sponsorship Levels

EL MORRO – Presenting Sponsor: **(Exclusive Package)**

- Presenting Sponsor Inquiries, call (440) 340-1191

EL YUNQUE – Partnering Sponsors: **\$10,000.00**

- Advertising booth with 2 tables provided at Prime Event location (2 Days)
- Inclusion of logo on event's marketing material (e.g. flyers, mailers, banners)
- Participation in Event Procession by Company Ambassadors – Representatives
- Company Logo prominently displayed on Event Banners at Event Location
- Sponsorship recognition & Company Logo on Official Event and Organization websites
- Parking Location at Event Location with transportation to Procession Staging Location
- Logo prominently displayed on Designated Event Float Banners
- Designated Speaking Opportunity on Main Stage during Event
- Sponsor Mentions by Master of Ceremony on Main Stage & Pre-Recorded Event Announcements
- Social Media Posts with Company mentions (Facebook, Instagram, Twitter)
- Half Table Reservation at HPOA's Annual Three Kings Scholarship Benefit - held January 6, 2024
- Half Page, Color AD in 6"x 9" Scholarship Benefit Program Booklet - held January 6, 2024

EL TAÍNO – Supporting Sponsors: **\$5,000.00**

- Advertising booth with 2 tables provided on Event grounds (2 Days)
- Inclusion of logo on event's marketing material (e.g. flyers, mailers, banners)
- Participation in Event Procession by Company Ambassadors – Representatives
- Company Logo prominently displayed on Event Banners at Event Location
- Sponsorship recognition & Company Logo on Official Event and Organization websites
- Main Stage Sponsor Mentions on Pre-Recorded Event Announcements
- Social Media Posts with Company mentions (Facebook, Instagram, Twitter)

EL COQUÍ – Contributing Sponsors: **\$2,500.00**

- Inclusion of logo on event's marketing material (e.g. flyers, mailers, banners)
- Participation in Parade Procession by Company Ambassadors – Representatives
- Sponsorship recognition & Company Logo on Official Event and Organization websites
- Main Stage Sponsor Mentions on Pre-Recorded Event Announcements
- Advertising table provided on Event Location (2 Days)

LA CARROSA – Float Sponsor: **\$2,000.00**

- Company Logo Prominently displayed on Designated Procession Float Banners as "Courtesy of.."
- Sponsorship recognition on Official Event Websites

