

## 50<sup>th</sup> Annual Puerto Rican Parade - Sponsorship Packet



Dear Perspective Sponsor,

The Hispanic Police Officers' Association (HPOA) is a non-profit 501c3 organization and depends on the support of sponsors that share our values to ensure this historic celebration continues to thrive and enrich the greater Cleveland community.

For 50 years, the Parade has served as a source of pride, excitement, and entertainment for all Parade-goers, and participants, Puerto Rican and otherwise. This provides an ideal backdrop for any brand to generate affinity and trust with the Puerto Rican and Latino community. We welcome sponsors to become part of this iconic event and support the work that the HPOA does to benefit the citizens of this community throughout the year. The benefits of our sponsorship levels are outlined in our packages.

### **2018 Sponsorship Benefits:**

- 3000 spectators expected throughout the 1 mile long Parade Route
- Post Parade Ceremony & Safety/Resource Fair with continued advertising opportunities
- Bonus benefits for secondary organization event including booklet printing
- Multiple Website & Social Media Sponsorship Advertising

Please contact us via email [hpoa216@gmail.com](mailto:hpoa216@gmail.com) so we can customize a package that fits your brand's needs and objectives or simply complete the form below. We will work closely with your organization to maximize your sponsorship experience.

2018 Official Event Website: [www.puertoricanparade.org](http://www.puertoricanparade.org)

Learn about the Hispanic Police Officers' Organization at [www.hispanicpolice.org](http://www.hispanicpolice.org)

All contributions are TAX DEDUCTIBLE, as applicable by law.



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### **Celebrating 50 years - Presenting Sponsor: \$10,000.00**

- Logo/Banner placement on Organization Floats (Exclusive)
- Inclusion of logo on recognition awards presented during ceremony
- Inclusion of logo on event's marketing material (e.g. flyers, mailers, online announcements)
- Advertising prominently displayed during parade route
- Advertising prominently displayed at post parade ceremony location
- Sponsorship shared on organizing website and social media outlets
- Sponsor mention at post parade ceremony

#### *Bonus:*

- Full page ad on organization's annual scholarship fundraiser program booklet
- Logo/Banner prominently displayed at annual scholarship fundraiser
- 4 guest tickets to annual scholarship fundraiser

### **Leader – Gold Sponsor: \$5000.00**

- Inclusion of logo on event's marketing material (e.g. flyers, mailers, online announcements)
- Advertising prominently displayed at post parade ceremony location
- Sponsorship shared on organization website and social media outlets
- Sponsor mention at post parade ceremony

#### *Bonus:*

- Full page ad on organization's annual scholarship fundraiser program booklet
- Logo/Banner prominently displayed at annual scholarship fundraiser
- 2 guest tickets to annual scholarship fundraiser

### **Partner - Silver Sponsor: \$2500.00**

- Inclusion of logo on event's marketing material (e.g. flyers, mailers, online announcements)
- Advertising prominently displayed at post parade ceremony location
- Sponsorship shared on organization website and social media outlets
- Sponsor mention at post parade ceremony

#### *Bonus:*

- Half page ad on organization's annual scholarship fundraiser program booklet

### **Friend – Bronze Sponsor: \$1000.00**

- Inclusion of logo on event's marketing material (e.g. flyers, mailers, online announcements)
- Sponsorship shared on organization website and social media outlets

#### *Bonus:*

- Half page ad on organization's annual scholarship fundraiser program booklet

*Continued...*



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### Contributor - \$500.00

- Sponsorship listed on event's marketing material (e.g. flyers, mailers, online announcements)
- Sponsorship listed on organization website and social media outlets

### I would like to Sponsor the 50<sup>th</sup> Annual Puerto Rican Parade at the described level:

*(Please mark in the box next to your selected sponsorship level)*

- \$10,000.00 Celebrating 50 years - Presenting Sponsor
- \$5000.00 Leader – Gold Sponsor
- \$2500.00 Partner – Silver Sponsor
- \$1000.00 Friend – Bronze Sponsor
- \$500.00 Contributor
- Other Specify amount of contribution: \_\_\_\_\_

Please make checks payable to **“Hispanic Police Officers’ Association”**

In Memo line indicate: **“50<sup>th</sup> Annual Puerto Rican Parade”**

Please complete form and mail to **“HPOA”** at: **3227 West 25<sup>th</sup> Street  
Cleveland, Ohio 44109**

### Questions?

Email: [hpoa216@gmail.com](mailto:hpoa216@gmail.com)

Manny Vélez: 216.854.0042

Lisette Gonzalez: 216.702.3809

Edwin Cuadra: 216.904.4990

