



Dear PLHP Supporter,

Vannia De La Cuba  
**Co-Chair**

Lisa Barrios Izaguirre  
**Co-Chair**

On Saturday, October 10, 2026, the City of Pasadena, together with the Pasadena Latino Heritage Parade Committee, will present the 28th Annual Pasadena Latino Heritage Parade and Festival. We are excited to celebrate with our community featuring our vibrant Parade from 4:00 PM to 5:00 PM, followed immediately by our lively Festival from 5:00 PM to 9:00 PM. This event provides a joyous opportunity to celebrate our culture, history, and community.

**BOARD MEMBERS**

Pamela Cantero-More  
**City Liaison**

Amy Castillo  
**Marketing**

Araceli Lopez Mellem  
**Fundraising**

Enrique Arroyo  
**Treasurer**

Margo Morales  
**Secretary**

For the past 27 years, this event has been a premier celebration of Latino history and culture. Through its mission to promote and provide educational and cultural programs, as well as promoting health and wellbeing, our event has significantly contributed to the cultural fabric of Pasadena and its surrounding cities. The parade and festival, supported by the City of Pasadena, elected officials, local businesses, non-profit organizations, and community volunteers, successfully brings together thousands of people each year to celebrate and learn about Latino heritage.

This year's theme is **"Unidos por el Latido de Nuestra Comunidad"** (United by the Heartbeat of our Community). Our theme highlights the strength found in our shared heritage and honors those local leaders and humble heroes whose everyday dedication fuels the heart and soul of our community. It reminds us that our stories, our collective unity, and our cultural heartbeat are the foundation of a vibrant and resilient future.

We need your help to make this event a success and kindly ask you to consider participating as a sponsor of this year's Latino Heritage Parade & Festival. Please take a moment to review the enclosed sponsorship opportunities. There are many ways in which you can participate in this enriching event based on your organization's budget and interest; please let us know if you prefer a custom package.

Please mail your tax-deductible donation and make your check payable to Pasadena Community Foundation (PCF), memo "Latino Heritage Fund", at 301 E. Colorado Blvd., Suite 810, Pasadena, CA 91101. Donations received by September 30, 2026, will ensure acknowledgment in our event day promotional banners. If you have any questions or would like to discuss custom sponsorship packages, please contact us at [pasadenalatinoheritage@gmail.com](mailto:pasadenalatinoheritage@gmail.com).

With appreciation,

Vannia De La Cuba  
Co-Chair

Lisa Barrios Izaguirre  
Co-Chair



## 2026 PASADENA LATINO HERITAGE PARADE & FESTIVAL

Saturday, October 10, 2026 | Parade: 4:00 PM – 5:00 PM | Festival: 5:00 PM – 9:00 PM

### SPONSORSHIP OPPORTUNITIES

#### **\$15,000 – PREMIUM TITLE SPONSOR**

- Custom tailored sponsorship package
- Ten (10) tickets to the kickoff event
- Includes all \$10,000 level sponsor benefits
- Premium festival & parade locations
- Featured speaking opportunity & media recognition

#### **\$7,500 – FESTIVAL SPONSOR**

- Includes all \$5,000 level sponsor benefits
- Two (2) tickets to the kickoff event
- 10-ft x 10-ft canopy space for product sampling/information
- Prominent day-of-event stage & PA announcements

#### **\$3,000 – ENTERTAINMENT SPONSOR**

- 10-ft x 10-ft canopy space for product sampling/info @ Festival
- Sponsor recognition on stage schedule & marketing materials
- Day-of-event recognition announcements
- Company logo featured on website

#### **\$500 – LATINO HERITAGE SUPPORTER**

- Company / Individual name & logo on official website
- Acknowledgment in festival program

#### **\$10,000 – TITLE SPONSOR**

- Includes all \$7,500 level sponsor benefits
- Four (4) tickets to the kickoff event
- TV segment feature on Pasadena Media
- Prominent company logo on website
- Company-provided promotional swag distributed to attendees

#### **\$5,000 – FUN ZONE SPONSOR**

- Includes all \$3,000 level benefits
- 10-ft x 10-ft canopy space for product sampling/info @ Festival
- Company logo on website
- Day-of-event recognition & banner display

#### **\$1,000 – LATINO HERITAGE PATRON**

- Day-of-event PA recognition
- Company logo featured on official website
- Acknowledgment in festival program

#### **COMMUNITY CONTRIBUTIONS**

- YES, I WANT TO HELP! (Custom donation: \$ \_\_\_\_\_)
- IN-KIND DONATIONS (Products, food/beverage, services)

Contact: [pasadenalatinoheritage@gmail.com](mailto:pasadenalatinoheritage@gmail.com)



## 2026 PASADENA LATINO

## HERITAGE PARADE &

## FESTIVAL

### SPONSORSHIP CONFIRMATION FORM

*Event Date: Saturday, October 10, 2026 | Parade: 4:00 – 5:00 PM | Festival: 5:00 – 9:00 PM  
Deadline for printed acknowledgment: September 30, 2026*

Company / Organization: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

Website / Social Handle: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

**Please select your sponsorship category for the 2026 Latino Heritage Parade & Festival:**

☐ \$15,000 Premium Title Sponsor

☐ \$5,000 Fun Zone Sponsor

☐ \$10,000 Title Sponsor

☐ \$3,000 Entertainment Sponsor

☐ \$7,500 Festival Sponsor

☐ \$1,000 Latino Heritage Patron

☐ \$500 Latino Heritage Supporter

☐ \$\_\_\_\_\_ Yes, I want to help!

☐ In-Kind Donations (Description): \_\_\_\_\_  
\_\_\_\_\_

### PAYMENT & MAILING INSTRUCTIONS

Please make checks payable to: Pasadena Community Foundation (Memo: "Latino Heritage Fund")

Mail check & completed sponsorship form to:

Pasadena Community Foundation

301 East Colorado Blvd., Suite 810, Pasadena, CA 91101

For inquiries or custom packages, please email: [pasadenalatinoheritage@gmail.com](mailto:pasadenalatinoheritage@gmail.com)

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_