



Teresa Deukmedjian
Co-Chair

Robert Monzon
Co-Chair

Committee Members

Amy Castillo

Araceli Lopez

Carlos Hernandez

Carlos Illingsworth

Jose Madera

Lisa Barrios

Ingrid Flores

Kevin Bruce

Kristi Lopez

Maria Llamas

Margo Morales

Pamela Cantero

Rex Mayreis

Robertha Velásquez

Sarah Mendez

Susana Porras

Vannia De La Cuba

Victoria Cruz

Dear Community Supporter:

On Saturday, September 16, 2023, the City of Pasadena, together with the Pasadena Latino Heritage Parade Committee, will be presenting the **25th Annual Pasadena Latino Heritage Parade & Festival**. The Parade & Festival will include community members, local elected officials, entertainment, and over 2,000 participants and spectators.

For the past 25 years, this event has showcased Latino history and culture through its mission, which seeks to promote and provide educational, cultural programs to the residents of the City of Pasadena and surrounding communities. This year's theme Reaching for the Stars, recognizes the achievements of Latinos in the United States. This event enriches the community by bringing together family and community, warmth and culture, as well as values and tradition to Pasadena.

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

Please mail your completed sponsorship confirmation form to and make a check payable to our fiscal agent, MHDC, 1619 Paramount Blvd, Montebello, CA 90640. Donations received by August 15, 2023, will assure acknowledgment in our printed materials. Tax ID #95-4413788.

Sincerely,

Teresa Deukmedjian
Co-Chair

Robert Monzon
Co-Chair



2023 Latino Heritage Parade & Festival
September 16, 2023

SPONSORSHIP OPPORTUNITIES

\$10,000 – Title Sponsor

- Day-of-event *Rise and Shine Reception Kick-off Breakfast* with dignitaries
- Two tickets to the Latino Heritage Kick-off event.
- 10x10 prominent canopy for product sampling/information @ the festival
- Day-of-event recognition announcements
- Front page ad in the event program
- Company logo recognition in all printed materials and website
- Company swag given to all attendees
- TV segment on Pasadena Media

\$7,500 – Parade & Festival Sponsor

- Day-of-event *Rise and Shine Reception Kick-off Breakfast* with dignitaries.
- 10'x10' canopy for product sampling/information @ the festival
- Day-of-event recognition announcements.
- Full Page ad in the event program
- Company logo recognition in all printed materials and website
- Company swag is given to all attendees
- TV segment on Pasadena Media

\$5,000 – Entertainment Sponsor

- Day-of-event *Rise and Shine Reception Kick-off Breakfast* with dignitaries.
- 10'x10' canopy for product sampling/information @ the Festival
- Day-of-event recognition announcements.
- Full Page ad in event program
- Company logo recognition in all printed materials and website
- Company swag is given to all attendees

\$4,000– Fun Zone Sponsor

- 10x10 canopy for product sampling/information @ the Festival
- Half-page ad in the event program
- Day-of-event recognition
- Company logo recognition in all printed materials and website
- Company swag given to all attendees

\$2,500 – Cultural Workshop Sponsor

- 10x10 canopy for product sampling/information @ the Festival
- Quarter-page ad in the event program
- Day-of-event recognition
- Company logo on website

\$500 – Latino Heritage Patron

- Quarter-page ad in the event program
- Day-of-event recognition
- Company logo on website

\$250 – Latino Heritage Supporter

- Day-of-event recognition announcements.
- Company logo on website

Yes, I want to help!

All support can make a difference.

\$ _____

- Company logo or name on website

In-Kind Donations

- Food and/or beverages
- Gift Certificates/gift cards for use at your company/business
- Company swag items for all attendees and/or parade participants



2023 Latino Heritage Parade & Festival
September 16, 2023

SPONSORSHIP CONFIRMATION

For sponsorship recognition in the program book, please respond as soon as possible or no later than August 15, 2023

COMPANY/ORGANIZATION

NAME TITLE

ADDRESS

CITY STATE ZIP CODE

PHONE FAX EMAIL

Please include us as a sponsor of the 2023 Latino Heritage Parade & Festival in the following category:

- \$10,000 Title Sponsor**
- \$7,500 Parade & Festival Sponsor**
- \$5,000 Entertainment Sponsor**
- \$4,000 Fun Zone Sponsor**
- \$2,500 Cultural Workshop Sponsor**
- \$500 Latino Heritage Patron**
- \$250 Latino Heritage Supporter**
- \$_____ Yes, I want to help!**

In-kind Donations: _____

SIGNATURE _____

Please make your check out to and mail your completed sponsorship confirmation form to **MHDC, Latino Heritage Parade & Festival Committee, 363 E. Villa St., Pasadena, CA 91101**