



Dear Community Supporter:

Vannia De La Cuba
Co-Chair

Lisa Barrios Izaguirre
Co-Chair

BOARD MEMBERS

Pamela Cantero-More
City Liaison

Amy Castillo
Marketing

Araceli Lopez Mellem
Fundraising

Enrique Arroyo
Treasurer

Margo Morales
Secretary

Sandra Parra
Volunteer Coordinator

On Saturday, October 11, 2025, the City of Pasadena, together with the Pasadena Latino Heritage Parade Committee, will be presenting the 27th Annual Pasadena Latino Heritage Festival. After thoughtful consideration, it has been decided to not hold a parade this year given the current issues impacting our beloved community. However, we will be moving forward with the festival providing a much-needed opportunity to celebrate our culture and community.

For the past 26 years, this event has been a vibrant 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, "Un Pasado con Orgullo, un Futuro con Esperanza" (A Proud Past, a Hopeful Future). Our theme highlights a proud and resilient Latino community that continues to grow and thrive honoring its roots while contributing to the broader tapestry of our city and country. It reminds us that our stories, our culture and our unity are the foundation of a future filled with limitless possibilities.

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 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 PCF at 301 E. Colorado Blvd., Suite 810, Pasadena, CA 91101. Donations received by September 22, 2025, will ensure acknowledgment in our printed materials. If you have any questions or would like to discuss custom sponsorship packages, please contact us at pasadenalatinoheritage@gmail.com.

With appreciation,

Vannia De La Cuba
Co-Chair

Lisa Barrios Izaguirre
Co-Chair



2025 Latino Heritage Festival

October 11, 2025

SPONSORSHIP OPPORTUNITIES

\$15,000 PREMIUM TITLE SPONSORSHIP

Custom Package

Includes all \$10,000 level sponsor benefits plus premium festival locations

\$10,000 – TITLE SPONSOR

Includes all \$7,500 level sponsor benefits plus:

- Four (4) VIP Festival Seats
- TV segment on Pasadena Media
- Company logo recognition in all printed materials and website
- Company provided swag to distribute to attendees

\$7,500 –FESTIVAL SPONSOR

Includes all \$5,000 sponsor benefits plus:

- Two (2) VIP Festival Seats
- 10-ft x 10-ft canopy for product sampling/information @ festival
- Day-of-event recognition announcements

\$5,000 – FUN ZONE SPONSOR

Includes all \$3,000 level benefits plus:

- 10-ft x 10-ft canopy for product sampling/information @ the Festival
- Day-of-event recognition
- Company logo recognition in all printed materials and website

\$3,000– ENTERTAINMENT SPONSOR

- 10-ft x 10-ft canopy for product sampling/information @ the Festival
- Day-of-event recognition
- Company logo recognition in all printed materials and website
- Sponsor recognition at workshop & marketing materials
- Day-of-event recognition
- Company logo on website

\$1,000 – LATINO HERITAGE PATRON

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

\$500 – LATINO HERITAGE SUPPORTER

- Company logo on website

YES, I WANT TO HELP!

All support can make a difference.

\$ _____

IN-KIND DONATIONS

Please contact us at pasadenalatinoheritage@gmail.com for additional information.



2025 LATINO HERITAGE FESTIVAL

October 11, 2025

SPONSORSHIP CONFIRMATION

For sponsorship recognition in the program, please respond as soon as possible but no later than September 22, 2025.

COMPANY/ORGANIZATION

NAME

TITLE

ADDRESS

CITY, STATE, ZIP CODE

PHONE

EMAIL

Please include us as a sponsor of the *2025 Latino Heritage Festival* in the following category:

- ☐ \$15,000 Premium Title Sponsor
- ☐ \$10,000 Title Sponsor
- ☐ \$7,500 Festival Sponsor
- ☐ \$5,000 Fun Zone Sponsor
- ☐ \$3,000 Entertainment Sponsor
- ☐ \$1,000 Latino Heritage Patron
- ☐ \$500 Latino Heritage Supporter
- ☐ \$_____ Yes, I want to help!
- ☐ In-kind Donations: _____

SIGNATURE: _____

Please make your check payable to Pasadena Community Foundation, memo "Latino Heritage Fund"
and mail your check and completed sponsorship form to:

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