



February 24, 2020

Dear Friends,

On Saturday, June 27, 2020, you will have an amazing opportunity to join the Boricua Festival Committee, Inc., for our 22nd Anniversary of Salsa at the Waterfront – festival and concert by partnering with us on this unforgettable occasion. This is an opportunity to join a host of long-standing organizations that know the value of supporting diversity and promoting the arts.

Since 1998, the Boricua Festival has been one of the largest organized activities of its kind with thousands of attendees from Brooklyn and the New York metropolitan area. Beyond a fun filled day, the goal of the festival is to share the rich cultural, socio-economic and historical contributions of the Puerto Rican people. The festival held at Pier 4 in Sunset Park will commemorate our 22nd Anniversary with stellar entertainment, cultural foods, art exhibits, and local talent. Additionally, we will offer cultural and educational activities for children and provide an exhibition space for non-profit organizations and service providers.

Given the enormity and importance of the Boricua Festival's "Salsa at the Waterfront" and our commitment to a diverse festival, we are inviting your organization to participate by making a financial commitment to support the festival by becoming a sponsor. Your sponsorship will provide the community with an enriching and inspiring experience that will be long remembered and will complement and enhance your existing profile of excellence. Also know, that twenty percent of your sponsorship will help in our efforts to continue the tradition of awarding a young person with the Dr. Antonia Pantoja Youth Leadership and Service Award. In 2016, we established and presented the very first Dr. Antonia Pantoja Youth Leadership and Service Award and with your support we will continue to do so. Dr. Pantoja founded ASPIRA of NY, inspired numerous Latino educational and community service organizations and was the recipient of the Presidential Medal of Freedom, the highest award given to a civilian in the United States.

The Boricua Festival partners with major radio and print sponsors and has an extensive presence on social media. Our media exposure is designed to provide maximum acknowledgement for our festival and our sponsors who seek broader community service endeavors and unique marketing strategies.

Please take some time to read the enclosed materials and review the various levels of sponsor participation. If you have questions I can be reached by email (Patruiz2013@gmail.com) or by phone (917-697-6224).

Sincerely,

Pat Ruiz
Co-Founder - President



Sponsorship Levels

\$20,000

- Recognition as the Lead sponsor of Salsa at the Waterfront 2020
- Opportunity for executive/representative to make remarks from the podium
- Premier logo placement on webpage and all promotional materials
- 10 VIP Access tickets to stage area

\$15,000

- Recognition as Key sponsor
- Prominent logo placement on webpage and all promotional materials
- Recognition from the Stage
- 8 VIP Access tickets to stage area

\$10,000

- Recognition as Major sponsor
- Preferred logo placement on webpage and all promotional materials
- Recognition from the Stage
- 6 VIP Access tickets to stage area

\$5,000

- Recognition as Sponsor
- Logo placement on event webpage and all promotional materials
- Recognition from the Stage
- 4 VIP Access tickets to stage area

Indicate your selection below. Return this page by regular mail with your payment to Boricua Festival Committee Inc., - PO Box 320016 - Brooklyn, NY 11232 no later than Friday, June 12th.

_____ agree to sponsor Salsa at the Waterfront at the
(Name)

\$_____ level.

My signature below also authorizes the Boricua Festival Committee, Inc. to include our company name and logo on all Boricua Festival materials consistent with our sponsorship selection.

By: _____

Date: _____

***20% of your sponsorship will benefit the Dr. Antonia Pantoja Youth Leadership and Service award**



Dr. Antonia Pantoja Youth leadership and Service Award

Eligibility & Guidelines

Dr. Antonia Pantoja--1922-2002

"I have a responsibility that is self-imposed. It's a responsibility to teach people who are like me, who are poor people who have no understanding of the fact that they can produce wealth."

Dr. Antonia Pantoja, born in San Juan, Puerto Rico in 1922. Studied at the University of Puerto Rico where she obtained her teaching credentials in 1942. Upon graduating from the University of Puerto Rico, she worked as a schoolteacher for two years in Puerto Rico where she cultivated a profound interest in education and addressing the needs of disadvantaged children.

Her most notable contribution-the creation of ASPIRA in 1961. This was the result of considerable hard work and collaboration with educators and social work professionals who shared her concern with the high dropout rate of Puerto Rican youth in New York City during the '50s and '60s. ASPIRA flourished into a major national organization dedicated to empowering communities and especially Puerto Rican youth to have a say in and control of their future. ASPIRA (which means aspire in Spanish) conveyed in its name the expectation that Puerto Rican youth could succeed if they dared to ASPIRE.

Purpose

In dedication to Dr. Antonia Pantoja, the Boricua Festival Committee, Inc. will recognize Puerto Rican youth for their commitment, achievements and whose work and service has made a significant impact on their community. He or she will be awarded with "Dr. Antonia Pantoja Youth Leadership and Service Award" at the Boricua Festival - Salsa at the Waterfront event on Saturday, June 27, 2020.

Eligibility

1. Be of Puerto Rican descent
2. Be between the ages of 17 to 21
3. Must be engaged in their volunteer work, either in a professional or voluntary capacity
4. Be enrolled in high school or an accredited college or university
5. **Must be present at the Boricua Festival on Saturday June 27th or forfeit recognition**

Instructions

1. Tell us in a brief paragraph (500 words or less) why this young person should be selected as an awardee
2. Complete application and submit **via email to LeadershipServiceAward@gmail.com** with the subject line, "*Dr. Antonia Pantoja Youth leadership and Service Award*" by **5pm Fri, June 12th** or by mail to: Boricua Festival Committee, Inc. P.O. Box 320016, Brooklyn NY 11232, **post marked no later than Friday, June 12, 2020.**

Boricua Festival Committee Inc. - 2020 Salsa at the Waterfront
www.boricuafestivalny.org



Dr. Antonia Pantoja Youth Leadership and Service Award
Nomination Form

Submit your nominations via email to Leadershipserviceaward@gmail.com with the subject line, "*Dr. Antonia Pantoja Youth Leadership and Service Award*" or

On a separate sheet, in no more than 500 words, tell us why this person should be selected to receive the *Dr. Antonia Pantoja Youth Leadership and Service Award*. While background information is important, be sure to focus on their community service work and the impact they have had on other persons or their community.

NOTE: Nominations should be by community persons, teachers, guidance counselors, and/or professors, who personally know their work, leadership and commitment to their community. Submissions can be self-nominated but must include the contact information of a program/project leader and or teacher.

Nominator Information

Name: _____

Relationship to Nominee: _____

Name of School or Organization: (required) _____

Full Organizational/School Address: _____

Daytime Phone or Cell #: _____ Email: _____

Nominee Information

Nominees Name: _____ Age: _____

Name of School (required): _____

Neighborhood and Borough of residence (example: Bedstuy, BK) _____

Day time Phone or Cell # _____ Email _____