

# 2022 New England's Largest 3 day Puerto Rican Arts & Cultural Festival and Parade



The Puerto Rican Festival returns to Franklin Park  
"keeping United with our community"

## The Puerto Rican Festival

Of Massachusetts

**July/ 29-31**

Pageant / June 25    Parade / July 31

¡Vending & Sponsorship opportunities available!  
For more information contact

[Info@Prfestivalma.com](mailto:Info@Prfestivalma.com) / [www.puertoricanfestivalofma.org/](http://www.puertoricanfestivalofma.org/)



FESTIVAL PUERTORRIQUEÑO OF MASSACHUSETTS INC.  
55  
FOUNDED 1967



## Celebrating our 55th Anniversary !

*Staying united, working together and keeping our culture alive!*

For more information please contact Ed Alicea at: [edalicea@prfestivalma.com](mailto:edalicea@prfestivalma.com) [Puertoricanfestivalofma.org](http://Puertoricanfestivalofma.org)

# 2022 Puerto Rican & Festival Parade

## 55 Years of History in the Boston Community

- ❖ The Festival Puertorriqueño de Massachusetts Incorporated (Inc.) is duly registered as a non-profit organization in accordance with the laws of the State of Massachusetts and the Federal Government (501) (c) (3). It is governed by a Board of Directors.
- ❖ Our mission, is to promote and educate about Puerto Rican culture, values and heritage.
- ❖ The celebrations of the Puerto Rican Festival have been held annually since 1967. In 2018 over 50,000 families participated In the Puerto Rican Festival according to Boston Police Metrics. \* Average family size of four people. Over **100,000** people during the 3 day event..
- ❖ This celebration offers an ideal tool to present the Puerto Rican culture and traditions. The festival is also considered a "tourism generator" and is perceived as a major tourist attraction **4th largest Puerto Rican Festival in the United States..**
- ❖ The Puerto Rican Festival of Massachusetts has become known worldwide for its presentation of first rate special events.Largest Hispanic Festival in New England!
- ❖ **Fourth Nationally** after New York, Florida and Chicago.

# 2022 Puerto Rican & Festival Parade

## Preliminary Value

Celebrating and recognizing the culture of Puerto Ricans.

The Puerto Rican festival of Ma. Non-profit is :

- ❖ Boston community-based
- ❖ Grassroots
- ❖ Educational- STEM and more scholarship opportunities
- ❖ Health
- ❖ Cultural services organization
- ❖ Collaborator with other Non-profit's
- ❖ Cultural collaborators
- ❖ Board members are all non-paid volunteers
- ❖ The longest running cultural festival in Boston - 55 Years



# 2022 Puerto Rican & Festival Parade

## The Numbers

- 320K in MA
- 3.26M in PR
- 5.45M in US
- Potential reach⇒ Buying Power → 8M

## Top *Puerto Rican* Cities in Massachusetts:

Boston, Brockton, Chelsea, Fall River, New Bedford, Lynn,  
Worcester, Fitchburg, Chicopee, Springfield, Holyoke





# 2022 Puerto Rican Festival International Day

**Muchos colores y  
muchas voces Unidos!**



**Many colors and many voices  
United!**

## ◆ Latino International Day at Franklin Park - Saturday, July 30th, 2022!

Mingle with thousands of other cultures and music lovers at the Latin American International Day As we bring you an incredible lineup of musical artists and dance performances, a diverse selection of Latin American food, handmade crafts, visual artists, and an interactive environment with activities for the whole family. This day exemplifies the modern-day creative hybrid of Latin culture, rock, hip hop, rap and folkloric dance performances from across Latin America. Come experience time-honored cultural traditions. Don't forget about the food! One of the most popular areas of the festival is the food kiosks.

Enjoy some of the most diverse and delicious Latin food in New England. After satisfying your hunger, peruse a variety of authentic handmade arts and crafts, and meet local Latino artists.





# SITE MAP



Support Equipment

Gen

GAMES

Wheel

L

MARDI

M F

H A M

Train

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Grav

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Cf

Franklin Park Playstead

Community Merchant row

RESTROOM  
RESTROOM  
RESTROOM  
RESTROOM

G R

Rear Parking Lot at Franklin Park Zoo

BPD - C

Elma Lewis Playhouse in the Park  
EMS/BFD TENT

Stage  
Sound tent

Gen

Ppf T

Premium Sponsor space

Food tent

Pierpont rd  
Google

Pierpont rd

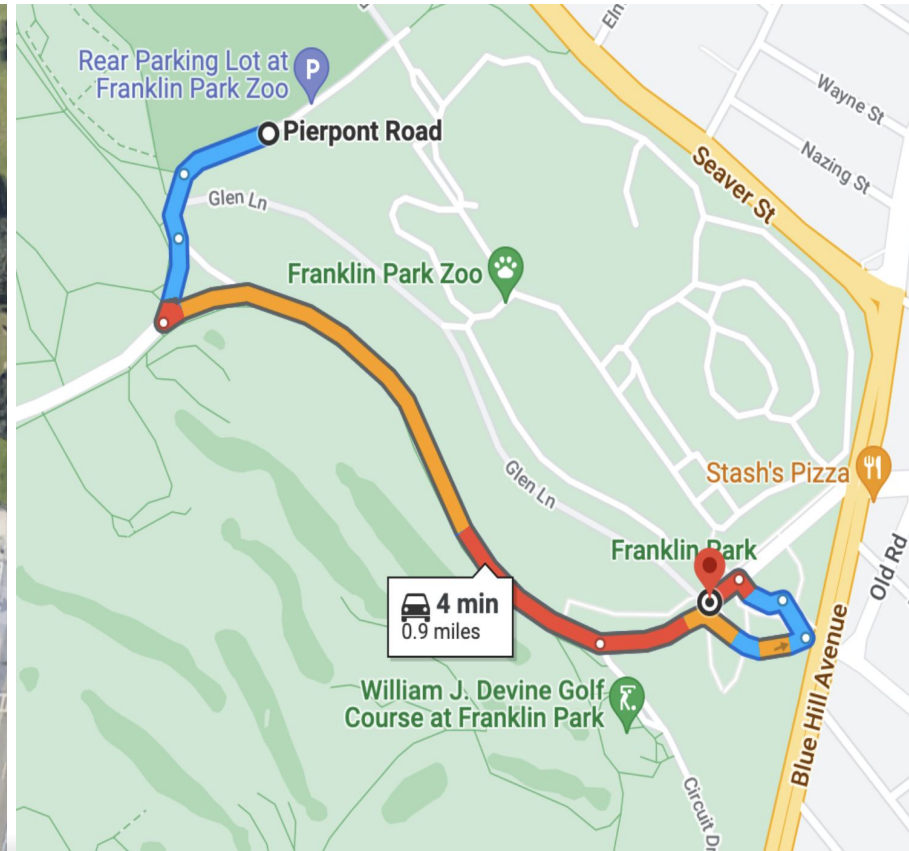
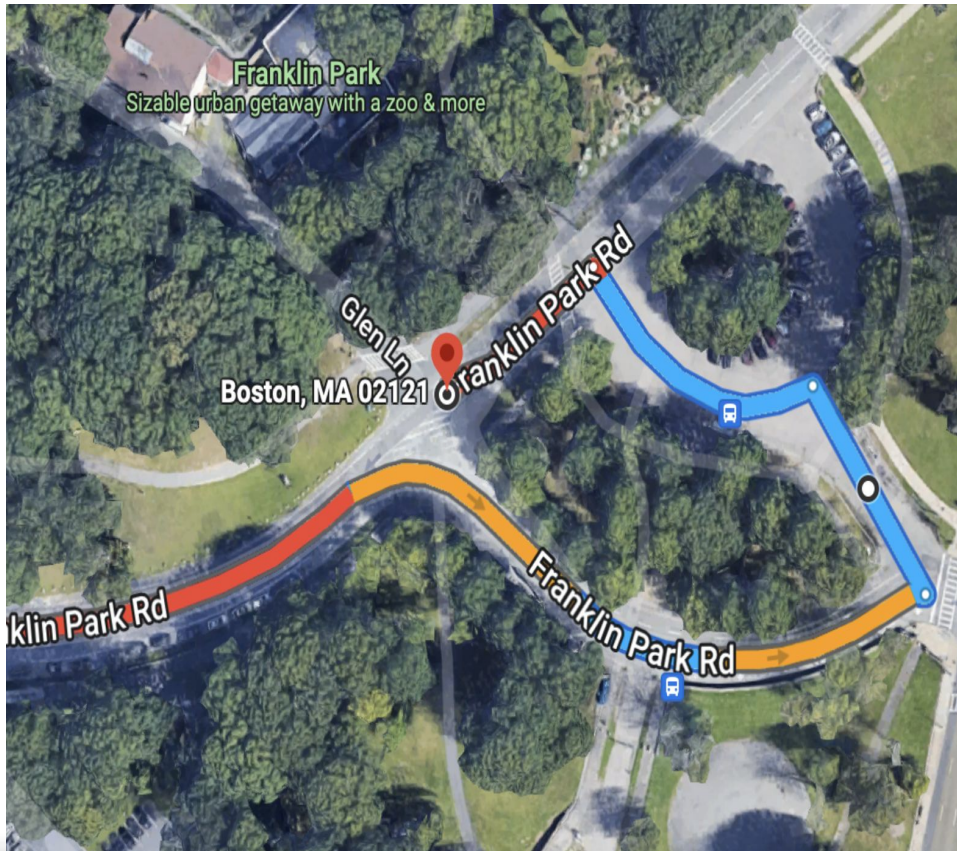


# Auto Activation

**SIGN UP & TEST DRIVE CENTER!**

*ONE MILE TEST DRIVE LOOP*

*FROM PIERPONT RD - LOOP AROUND FRANKLIN PARK RD- BACK TO ACTIVATION SITE*



# 2022 Puerto Rican Festival Events

- ❖ The Puerto Rican Festival of Massachusetts -
- ❖ Saturday June 25th - Cultural Coronation 6pm -Florian Hall Dorchester
- ❖ Sunday July 24th 11am PR Festival Mass at Mission Church - Mission Hill
- ❖ Monday Flag raising 12pm Boston City Hall Plaza
- ❖ Wednesday July 27th Puerto Rican Heritage night Fenway Park (Game)
- ❖ Friday, July 29th -Saturday July 30th -Sunday, July 31st, 2022!

The annual Festival is our flagship event that brings together people from all heritages to share, learn, and celebrate our culture. Our three day event this year will be held at the Franklin Park (Playstead Park) honoring our history, values, traditional music, typical Puerto Rican food, local arts and crafts and amusement machinery ride for the entire family. The Festival include kiosks that will feature different activities, including a health fair, face painting for kids, storytelling of Puerto Rico traditional stories and legends. Our proven ability to attract close to 200,000 participants in the course of the three day celebration, coupled with this year's outstanding free entertainment program of musical bands, artists and sponsors, makes the Festival the perfect venue to market and outreach to still the fastest growing ethnic population in New England and in the United States.

## ❖ The Puerto Rican Parade - Sunday, July 31st at 12pm!

The Puerto Rican parade is an opportunity for the Puerto Rican community to showcase our culture through wonderful floats, colorful dance troupes, singers, dancers and our distinguished honorees. The parade is a fun event for the entire family and spans through three towns Roxbury, Jamaica Plain and Dorchester Boylston Street to one of the oldest parks in the city Franklin Park Zoo's Playstead Park for an afternoon and evening of music , amusement rides and a huge cultural celebration!





# 2022 Puerto Rican & Festival Parade

**Logo placement** : on digital video screen in rotation on main stage

**Logo inclusion** : on our festival website throughout the 2022 calendar year

**Social media** : mentions pre post and during the 3 day festival

**Teletron Ads:** 15/30 sec commercial/tic-tok spots 1-2 or 3 day showings at prime time

**On-stage** : Client participation on stage mentions during the event.

**Media outreach** : to include radio , Latino newspaper, and Latino cable programs

**Ability To sample and promote** : your product and services inside your activation space.

**Parade float** : Opportunity to have float or vehicles participate in the Grand Parade on Sunday July 31st -\$1,000.00

**A table:**at the 2022 Festival Navideño event in December - \$1200.00 - sponsorship media package-included

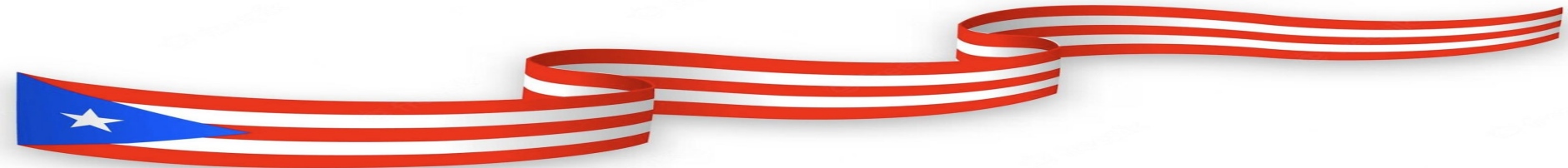
**Coronation sponsorship booklet** : Placement from \$250 for full page/stage mention -Table sponsorship up to \$2,500.00

**Activation space** : 10'x10' \$12,500, 10'x 20' \$17,500 or we can customize to your needs

**Title sponsor exclusivity:** to include logo lockup in all festival placements along with Main Stage sponsorship this includes prime stage space & parade space with prominent lead branding of the parade and customized activation space , ferris wheel branding 6'x6' center name /logo branding 3-days / meet & Greet Performers \$115,500

**Main stage naming rights sponsor** : \$75,500 to include an activation space of 20'x 20' and additional assets to be discussed

**Naming rights sponsor for Sunday's festival parade** : \$55,500 to include 10'x20' activation space + media package





**Festival Puertorriqueño de Massachusetts, Inc.**  
**Puerto Rican Festival of Ma,Inc.**

For sponsorships information contact  
President :Edwin Alicea : [alicea@prfestivalma.com](mailto:alicea@prfestivalma.com)  
or kyle Tancrell [kyle@sponsorbrokers.com](mailto:kyle@sponsorbrokers.com)

[Puertoricantfestivalofma.org](http://Puertoricantfestivalofma.org)