



# Three Kings Winterfest January 6, 2024

The Puerto Rican Cultural Center's Annual Three Kings Winterfest has been a staple in the Humboldt Park community since 1995. Every year this street festival draws hundreds of families to Division Street/ Paseo Boricua to enjoy a toy giveaway, pictures with the revered Three Kings, Puerto Rican holiday treats, cultural Parranda music, a Three Kings Day street display, and so much more. The day of Los Santos Reyes Magos is the most important holiday of the Puerto Rican ritual calendar. It takes on both cultural as well as spiritual significance, and for hundreds of years it has been the annual gift giving day among Puerto Ricans. In many Latin American countries Three Kings Day is also a very important holiday.





This annual event has become a tradition for Chicago's Latinx community. In addition to the free festivities, it also brings business and positive attention to the local merchants who participate in the toy giveaway as well as sponsors.

With your sponsorship of this event your business/organization will receive the following:

1. Logo advertisement on all signage during the Winterfest
2. Logo advertisement on all flyers
3. An advertisement in our community's newspaper (La Voz del Paseo Boricua)
4. Onsite informational tabling space

Additionally, months after the festival, people will associate your brand with fond memories of this family friendly event and your sponsorship counts as a tax deductible donation. **All donations will go entirely to purchasing the gifts, food, decorations, live band, Three Kings parade trolley, and the games that make this event possible!**

# Sponsorship Levels



**\$ 10,000**

- Full page advertisement in La Voz Newspaper
- Informational table at gift distribution
- Logo advertised on all flyers
- Logo advertised at gift distribution

**\$ 7,500**

- Half page advertisement in La Voz Newspaper
- Informational table at gift distribution
- Logo advertised on all flyers
- Logo advertised at gift distribution

**\$ 5,000**

- Quarter pg. advertisement in La Voz Newspaper
- Logo advertised on all flyers
- Logo advertised at gift distribution

**\$ 2,500**

- Logo advertised on all flyers
- Logo advertised at gift distribution

## CONTRACT

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Org./Business: \_\_\_\_\_

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

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

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Authorized Signature (Advertiser): \_\_\_\_\_ Date: \_\_\_\_\_

PRCC Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Terms and Conditions:

Payment: Make check payable to The Puerto Rican Cultural Center (Three Kings)

Mail to: The Puerto Rican Cultural Center

Attn: Three Kings, Juan Calderón

2556 W. Division St.

Chicago Il 60622