

SPONSORSHIP PROPOSAL

54TH ANNUAL
AURORA PUERTO RICAN HERITAGE FESTIVAL

JULY 26, 2026



AURORA PUERTO RICAN
CULTURAL COUNCIL, INC.



WHO ARE WE?

The **Aurora Puerto Rican Cultural Council (APRCC)** is a 501(c)(3) nonprofit organization dedicated to celebrating and preserving Puerto Rican culture while strengthening community connections in Aurora, Illinois.

For more than **50 years**, APRCC has brought thousands of families together through cultural programming, scholarships, and community events that celebrate heritage, education, and unity.

Our signature event, the **Aurora Puerto Rican Heritage Festival**, has become one of the region's most anticipated cultural celebrations, welcoming thousands of attendees each year.

Through our work, APRCC continues to uplift culture, empower youth, and create meaningful opportunities for our community.

OUR IMPACT

APRCC's programs provide cultural and educational opportunities throughout the year, including:

- **The Aurora Puerto Rican Heritage Festival**
- **APRCC Scholarship Program**
- **APRCC Cultural Pageant**
- Community cultural events and fundraisers

These programs allow APRCC to support students, celebrate culture, and bring the community together.

With **thousands of attendees, families, and visitors each year from Aurora, Chicago, and the surrounding suburbs**, APRCC events provide a powerful platform for community engagement and business visibility.



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The Aurora Puerto Rican Heritage Festival is **one of the longest-running Puerto Rican cultural celebrations in the Midwest**, now celebrating its 54th year.

The festival features:

- Live musical performances
- Cultural dance performances
- Authentic Puerto Rican cuisine
- Artisan vendors
- Community organizations
- Family activities and entertainment

Each year the festival attracts **over 5,000** attendees, making it a vibrant celebration of culture, music, and community.





WHY SPONSOR APRCC?

Partnering with APRCC provides businesses with an opportunity to:

- ✓ Reach 5,000+ festival attendees
- ✓ Gain visibility through event signage, stage announcements, and marketing materials
- ✓ Connect directly with the community through exhibitor space and engagement opportunities
- ✓ Support cultural programming, scholarships, community initiatives, and the continued success of the Aurora Puerto Rican Heritage Festival.

Together, we can continue building a stronger, more vibrant community.

APRCC is a registered 501(c)(3) nonprofit organization (EIN: 36-4199288). Sponsorships may be tax-deductible as permitted by law.

SPONSORSHIP OPPORTUNITIES

APRCC offers several sponsorship opportunities designed to give businesses meaningful visibility while supporting cultural programming and community initiatives.

Each sponsorship level provides promotional benefits and recognition throughout the festival and APRCC marketing efforts.

Explore the sponsorship levels below to find the partnership opportunity that best aligns with your organization.

SPONSORSHIP LEVELS

Presenting Sponsor – \$10,000

Diamond Sponsor – \$5,000 ★ *Featured*

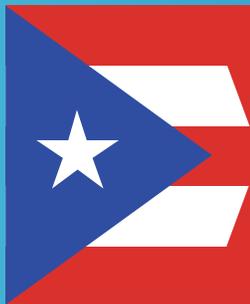
Gold Sponsor – \$2,500

Silver Sponsor – \$1,500

Bronze Sponsor – \$1,000

Custom sponsorship opportunities may also be available.





PRESENTING SPONSOR \$10,000

- Industry exclusivity
- Premier logo placement on festival marketing materials
- Logo on APRCC website sponsor page
- Frequent on-stage recognition
- Company banner displayed at festival entrance
- Logo on main stage banners
- One 10' x 20' exhibitor space
- 10 VIP tickets
- 2 backstage passes to meet the headliner

Note: Tent, table, chairs, and banner are not provided.



DIAMOND SPONSOR \$5,000

★ FEATURED SPONSORSHIP OPPORTUNITY

- Logo on festival marketing materials
- Logo on APRCC website sponsor page
- On-stage recognition
- Company banner displayed at festival entrance
- Logo on main stage banners
- One 10' x 10' exhibitor space
- 6 VIP tickets

Note: Tent, table, chairs, and banner are not provided.



GOLD SPONSOR \$2,500

- Logo on festival marketing materials
- Logo on APRCC website sponsor page
- On-stage recognition
- Social media recognition
- Logo on main stage banners
- One 10' x 10' exhibitor space
- 4 VIP tickets

Note: Tent, table, and chairs are not provided.



SILVER SPONSOR \$1,500

- Logo on festival marketing materials
- Logo on APRCC website sponsor page
- On-stage recognition
- Social media recognition
- Logo on main stage banners
- One 10' x 10' exhibitor space
- 2 VIP tickets

Note: Tent, table, and chairs are not provided.



BRONZE SPONSOR \$1,000

- Logo on festival marketing materials
- Logo on APRCC website sponsor page
- Social media recognition
- Logo on main stage banners
- 2 VIP tickets



Contact Us:

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