



YONKERS HISPANIC CULTURAL FOUNDATION, INC.
PRESENTS

City of Yonkers Puerto Rican/Hispanic Parade & Festival



SUNDAY, JUNE 7, 2026

2026 SPONSORSHIP PACKET



About the **YHCF**

PARADE FESTIVAL OVERVIEW

Each year, YHCF hosts the Yonkers Puerto Rican Parade and Hispanic Day Festival—one of the city's largest cultural celebrations—bringing together thousands of residents, community organizations, businesses, and performers to honor Hispanic heritage through music, food, dance, and community pride.



MISSION

The Yonkers Hispanic Cultural Foundation is dedicated to celebrating, preserving, and promoting Hispanic and Latino arts, culture, and traditions through educational initiatives, community engagement, and cultural events that bring people together throughout Yonkers and Westchester County.

VISION

We envision an inclusive and vibrant community where Hispanic and Latino culture is recognized, celebrated, and shared, inspiring future leaders while strengthening cultural pride and unity across generations.



Become a 2026 Sponsor:





Strategic Sponsorship Opportunity

REACH / EXPOSURE



Connect with thousands of attendees from Yonkers and across Westchester County during one of the region's largest Hispanic cultural celebrations. Sponsors receive valuable visibility through event promotions, digital marketing, social media, and on-site branding opportunities before and during the event.

BRANDING



Align your brand with a vibrant cultural event that celebrates Hispanic and Latino heritage, community pride, and diversity. Sponsorship positions your organization as a supporter of culture, community engagement, and meaningful local impact.

ENGAGEMENT



Engage directly with attendees through high foot traffic, live entertainment, and interactive festival experiences. The event creates opportunities for meaningful brand interaction while benefiting from strong community participation and potential local media coverage.

The **2026** Yonkers Puerto Rican / Hispanic Parade & Festival

Sunday, June 7, 2026

Pre-Parade Float Decorating Party — 10:00 AM

Location: South Broadway btwn McLean Ave. and Randolph St.

- Community float decorating celebration
- Attendees can vote for their favorite float
- Live DJ entertainment

Parade Kickoff — 12:30 PM

Location: McLean Ave. & South Broadway

- Parade travels through Yonkers with floats, cultural groups, and performers
- Reviewing stand located in front of City Hall
- Participants proceed to Festival following the parade

Hispanic Day Festival & Live Concert — 12:00 PM

- Festival opens with food vendors, community organizations, & cultural displays
- Live entertainment featuring DJs, local performers, and dance groups
- 2026 Headliner: Christian Alicea
 - Latin Grammy–nominated artist
 - Known for his journey from Puerto Rican firefighter to international Latin music artist





Presenting Sponsor

\$35,000

Title Sponsor & Premier Brand Partner

Naming Rights

- Official event title: “Yonkers Puerto Rican & Hispanic Day Parade & Festival presented by [Sponsor Name]”

Brand Visibility

- Logo on all promotional materials (print + digital)
- Recognition in press announcements
- Website logo placement with link
- 7 social media posts

On-Site Presence

- Public speaking opportunity on festival stage
- Premium stage banner placement
- Personalized parade float
- Premier festival booth (tent, tables, chairs)

Exclusive Benefits

- VIP access to performers
- Full-page journal ad
- Participation in Mother’s & Father’s Day Food Drive (4,000+ attendees)



Stage Sponsor

\$20,000

Main Stage Brand Visibility.

Brand Exposure

- Recognition as Official Stage Sponsor
- Logo on all promotional materials
- Website logo placement
- 5 social media posts

On-Site Presence

- Large banner on main stage
- Public speaking opportunity
- Introduce major performers
- Personalized parade float
- Premier festival booth

Additional Benefits

- VIP access to performers
- Full-page journal ad



Float Sponsor

\$6,500

Stand Out in the Parade

Parade Experience

- Branded parade float
- DJ, sound system, and generator included
- Space for 15–20 guests or staff

Brand Visibility

- Logo on all promotional materials
- Website logo placement
- 3 social media posts

Festival Benefits

- Festival booth
- Live stage recognition
- Full-page journal ad

Gold Sponsor

\$5,000

Featured Festival Activation

Exclusive Naming Rights to One Area

- Beer Garden
- Kids Zone
- Mechanical Bull Ride

Brand Visibility

- Large banner signage
- Logo on all promotional materials
- Website logo placement

Festival Benefits

- Premier festival booth
- Full-page journal ad
- 3 social media posts



Dinner Gala Sponsor

\$6,500

Celebrate Culture & Community.

Sponsor Benefits

- Website logo placement
- Festival stage recognition
- Logo on promotional materials
- Full-page journal ad
- Festival booth
- Full table at Dinner Gala

Festival Sponsor

\$3,000

Support the Celebration

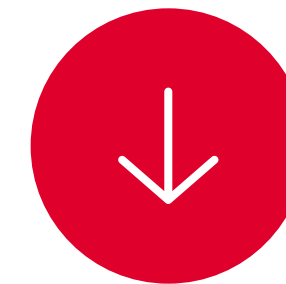
Brand Visibility

- Logo on all promotional materials
- Website logo placement
- 2 social media posts

Festival Benefits

- Festival booth
- Live stage recognition
- Full-page journal ad

Last Year's Sponsors



Hispanic Democrats





Yonkers Hispanic
Cultural Foundation

Contact & Next Steps



Complete, print, and send the form on the next page to begin your sponsorship journey with the YHCF.

City of Yonkers Puerto Rican / Hispanic Parade & Festival

Partnership contact: Ms. Jacqueline Acevedo
Director for Sponsorships and Business Development



(917) 640-1003



maseventsnyc@gmail.com



941 McLean Ave, #255, Yonkers NY, 10704

Learn more about YHCF:
www.yhcf1.com





Official Sponsorship Form

- Presenting Sponsor Stage Sponsor
 Float Sponsor Gold Sponsor
 Festival Supporter Festival Sponsor
 Scholarship Dinner Sponsor

Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____
Zip Code: _____
Work Phone: _____ Fax: _____
Cell Phone: _____
Email: _____
Signature: _____

Please make checks payable to:
Yonkers Hispanic Cultural Foundation Inc.

Mailing Address:
941 McLean Ave, #255, Yonkers NY, 10704

Questions for Sponsorships and Marketing Materials please contact:

Ms. Jacqueline Acevedo
Director for Sponsorships and Business Development
(917) 640-1003

maseventsnyc@gmail.com

Please send us:

1. High Resolution Logo (Vector Format)
2. Journal Advertisement
3. Social Media Handles
4. Social Media Post/Ad



Complete this form and mail it along with the check or contact us for an electronic transfer information.

Any questions please contact: Luis Muniz, President, YHCF
Cell: (914) 557-2691, email: yonkershcf@gmail.com