



Nilda I. Ruiz, MBA
President & CEO

Pelayo Coll, Esq.
Board Chair

“Celebrando el Le Lo Lai Con APM!”

Celebrate Puerto Rico’s Le Lo Lai with Us! Sponsor the 21st Annual Sugar Cane Festival

Dear APM Supporter:

“Celebrando el Le Lo Lai, pa’ que el ritmo nunca muera!” Inspired by the vibrant spirit of Puerto Rico and the energy of Bad Bunny’s lyrics, we are thrilled to announce the **21st Annual Sugar Cane Festival**—a celebration of culture, community, and the rich heritage that binds us all.

This year is extra special as we commemorate 55 years of APM’s service to our community, honoring our roots and traditions. We invite you to be part of this iconic event, taking place on **Saturday, June 14, 2025, from 12 PM to 4 PM at 6th St. & Susquehanna Avenue.**

Headlining the Festival: Straight from Puerto Rico, the renowned folk singer Victoria Sanabria will grace our stage, bringing the true essence of Le Lo Lai to life!

New This Year: “APM’s Contest and search for the next top talent” **Calling all creators, artists, and musicians** to put their unique spin on Bad Bunny’s latest album, “**Debi Tirar Mas Fotos,**” a powerful work that blends nostalgia, cultural pride, and activism for Puerto Rico’s future. All participants must visit apmphila.org to register!

Festival Favorites Return: Our beloved dominoes tournament, a fun-filled children’s play area, cultural and informational booths, and, of course, mouthwatering Puerto Rican cuisine.

This event draws thousands of attendees, offering sponsors like you an incredible opportunity to connect with a vibrant, engaged audience. Enclosed you’ll find details about our sponsorship packages and vendor opportunities. Reserve your spot today by completing the attached form. **You can send the form by hitting the submit button, emailing it to us, or sending it by mail.**

For more information, please email 2025events@apmphila.org. You can also call:

Marilyn Rodriguez, Events Manager: 267-205-7586

Emily Cordero, Director of Communications: 267-255-7625

Let’s celebrate Puerto Rico’s heartbeat together—porque el Le Lo Lai vive en todos nosotros.

Mil gracias for your support, and I look forward to seeing you at the festival!

Sincerely,

Nilda Ruiz, President and CEO

PS! – We are planning our Gift of Love Holiday Benefit for November 6, 2025. For more information or further details, please email 2025events@apmphila.org.



Saturday, June 14, 2025

Sugar Cane Festival Sponsorship Opportunities

Naming Sponsor, 2025 Sugar Cane Festival (one of only two)

- Event Naming Opportunity (“The 21st Annual Sugar Cane Festival, brought to you by...”) *Please note there may be one additional sponsor – a Diamond Sponsor - with this specific opportunity.*
 - Corporate name and logo on APM Sugar Cane Festival website page
 - Corporate name/logo on all APM-generated materials for this event.
 - Three 10' x 10' tents, each with one table and two chairs, and 10 food coupons (*an RV or other large corporate vehicle could substitute for one tent. We will still provide one table and two chairs*)
 - At least five sponsor mentions by emcee during the event
 - One speaking opportunity from the stage during the event
 - Banner displayed on the stage
 - Sponsor logo in the Gift of Love Gala Program Book (additional recognition at second event)
- Cost: \$20,000

2025 Sugar Cane Festival Supporter

- Corporate name and logo on APM Sugar Cane Festival website page
 - Corporate name/logo on all APM-generated materials for this event
 - Two 10' x 10' tents, each with one table and two chairs, and six food coupons (*an RV or other large corporate vehicle could substitute for one tent. We will still provide one table and two chairs*)
 - At least three sponsor mentions by emcee during the event
 - One speaking opportunity from the stage during the event
 - Banner displayed on or near the stage
 - Sponsor logo in the Gift of Love Gala Program Book (additional recognition at second event)
- Cost: \$10,000

Friend of the 2025 Sugar Cane Festival

- Corporate name on APM Sugar Cane Festival website page
 - Corporate name on all APM-generated materials for this event
 - One 10' x 10' tent with table and two chairs, and two food coupons (*an RV or other large corporate vehicle could substitute for the tent. We would still provide one table and two chairs*)
 - At least one sponsor mention by emcee during the event
 - Sponsor logo in the Gift of Love Gala Program Book (additional recognition at second event)
- Cost: \$2,500



PARTICIPATION OPPORTUNITIES

21st SUGAR CANE FESTIVAL

I want to be one of two Naming Sponsors of the 21st Annual Sugar Cane Festival (\$20,000) _____

I want to be a Supporter of the 21st Annual Sugar Cane Festival (\$10,000) _____

I want to be a Friend of the 21st Annual Sugar Cane Festival (\$2,500) _____

I want ___ booth(s) for the 21st Sugar Cane Festival at \$275.00 each.

Cost:

A. \$275 – Early Registration - Until March 31st

B. \$350 - as of April 1st

Booth - 10' x 10' tent, table, 2 chairs

Please reserve your space by Thursday, May 10, 2025.

I cannot attend, but enclosed is my tax-deductible gift of \$_____ to support APM.

Company: _____

Name: _____ Title: _____

Address: _____ City: _____ State: _____

Phone: _____ Fax: _____ Email: _____

This form can be submitted online, completed electronically, or mailed to Marilyn Rodriguez, Events Manager: APM 1900 N. 9th St. Philadelphia, PA 19122. Please write “2025 Sugar Cane Festival” in the subject line of your check made out to APM. You can also send an email to 2025events@apmphila.org.



2025 Sponsorship Package Opportunities

Diamond Sponsor - one only. Presence at both APM 2025 signature events!

At the Gift of Love Benefit:

- Sponsor naming opportunity (“The APM Gift of Love Holiday Benefit, brought to you by...”)
- Corporate name and logo on APM website, with link
- Corporate name and logo on all APM-generated materials for this event
- Sponsorship recognition by event emcee
- Twenty tickets to the event
- Full-page, full-color ad in program book (inside front cover)
- 20 Tickets to the annual benefit event

At the Sugar Cane Festival:

- Event Naming Opportunity (“The Nineteenth Annual Sugar Cane Festival, brought to you by...”). *Please note there will be a maximum of three sponsors with this specific opportunity.*
- Corporate name and logo on APM Sugar Cane Festival website page
- Corporate name/logo on all APM-generated materials for this event.
- Three 10' x 10' tents, each with one table and two chairs, and 10 food coupons (*an RV or other large corporate vehicle could substitute for one tent. We will still provide one table and two chairs*)
- At least five sponsor mentions by emcee during the event
- One speaking opportunity from the stage during the event
- Banner displayed on the stage

Cost: \$50,000



Annual Gift of Love Children's Holiday Benefit

November 6, 2025

Sponsorship Opportunities

We are offering a range of sponsorship levels to suit all budgets, each providing unique benefits and recognition for your generous contribution. Your sponsorship will play a pivotal role in ensuring that every child can experience the magic and joy of the holiday season.

1. Presenting Sponsor - \$30,000

- **Exclusive Title Rights:** "Presenting Sponsor of APM's 55th Anniversary Gift Of Love Event"
- **Prominent logo placement** on all campaign materials (digital & print), including banners, flyers, social media, and promotional emails.
- **Custom branding** on the holiday toy donation boxes placed in high-traffic locations.
- **Special recognition** at the Holiday Toy Drive Launch Event, including a speech by your company representative.
- **VIP Access** to all APM events and activities during the 55th Anniversary celebrations.
- **Logo placement on the Toy Drive Thank You Card** sent to all donors and volunteers.
- **Featured in all media releases** and communications associated with the campaign.
- **Social Media Recognition:** Featured in pre-event and post-event social media posts with tags and shout-outs.
- **20 Tickets to the annual benefit event**
- **Full Page Color Ad**

2. Gold Sponsor - \$20,000

- **Logo Placement** on all digital and print materials (flyers, social media graphics, and event signage).
- **Recognition** during the Holiday Toy Drive events and in press releases.
- **Social Media Shout-out** across APM's platforms.
- **Logo featured** on the thank you cards sent to donors.
- **Inclusion in event marketing** materials.
- **10 Tickets to the annual benefit event**
- **Full Page Color Ad**

3. Silver Sponsor - \$10,000

- **Logo inclusion** on toy donation boxes, flyers, and on our website.
- **Recognition** in press releases and event-related communications.
- **Social Media Recognition** in pre-event and post-event posts.
- **Inclusion in Toy Drive Thank You communications** sent to donors and volunteers.
- **5 Tickets to the annual benefit event**
- **Half Page Color Ad**

4. Bronze Sponsor - \$5,500



- **Logo on selected event materials** (posters, online campaign, etc.).
- **Social Media Shout-out** and thank you on APM's platforms.
- **Name included** in Thank you communications.
- **3 Tickets to the annual benefit event**
- **Quarter Page Color Ad**

5. Friend of APM – \$2,500

- **Social Media Shout-out** and thank you on APM's platforms.
- **2 Tickets to the annual benefit event**
- **Logo Placement on event materials**

6. In-Kind Donations & Community Partner Sponsorship

- **Gift Sponsorship:** Donate toys, games, or gift cards. Your company will be recognized for its direct contribution to the success of the Toy Drive.
- **Volunteer Groups:** Organize a team of employees to help collect or sort toys, and receive special recognition for your efforts.
- **Media Partnerships:** Help spread the word about the Toy Drive via your media channels, and receive reciprocal recognition in our promotional materials.

Why Collaborate with APM?

- **Strengthening Communities:** Your contribution directly helps children and families in need, allowing you to be a catalyst for joy and hope during the holidays.
- **Brand Visibility:** Reach thousands of engaged supporters, community members, and fellow sponsors through our extensive event and social media marketing campaigns.
- **Corporate Social Responsibility:** Align your brand with a well-established, trusted organization that prioritizes community-building and social impact. This sponsorship demonstrates your company's commitment to giving back and investing in a better future.
- **Long-Term Impact:** APM's reach and reputation have allowed us to create lasting change for 55 years. Your partnership will be part of this legacy of empowerment and positive influence in our communities.

Next Steps: Join us in making this 55th Anniversary Holiday Toy drive a memorable success! To become a sponsor, or for more information, please email 2025events@apmphila.org.

Together, we can make this holiday season unforgettable for the children and families who need us most. Thank you for your consideration, and we look forward to collaborating with you!



VENDOR RESERVATIONS
21st ANNUAL SUGAR CANE FESTIVAL
Saturday, June 14, 2025
6th Street & Germantown Avenue
Noon to 4:00 PM

I want X__ vendor space (s) for the Sugar Cane Festival:

- At \$275 each (if reserved by March 31st)
- At \$350 each (as of April 1st)

Company: _____

Name: _____ Title: _____

Address: _____ City: _____ State: _____

Phone: _____ Fax: _____ Email: _____

Please reserve your space by Friday, May 10, 2025.

This completed form can be submitted online or mailed to:

Marilyn Rodriguez, Events Manager

APM

1900 North Ninth Street, Ste. 102

Philadelphia, PA 19122



Please write **"2025 Sugar Cane Festival"** in the subject line of your check made out to
Asociacion Puertorriquenos en Marcha, Inc.

You can also send an email to 2025events@apmphila.org to reserve your space.

Agreement: In accepting the opportunity to participate as a vendor in the 2025 APM Sugarcane Festival located at the intersection of Sixth Street & Germantown Avenue also on Susquehanna between N.6th Street and N. Fairhill Street, I do hereby accept the following listed conditions and limitations.

1. **Vendor hours:** Event day 12:00 PM – 4:00 PM. (must be done with set up by 11:30 am)
2. **Set up Hours:** 10:30 am – 11:30 am.
3. **Signs:** Logos and promotional items are encouraged to promote your business. Signs should not block other vendor booths. You may place on tent, table -top or easels.
4. **Insurance:** It is the sole responsibility of the vendor to obtain insurance coverage on property brought onto the premises. Vendor assumes full responsibility of items left in the booths. Vendor hereby agrees to indemnify and hold harmless the Host against any damages or claims that may arise in connection with Vendor's presence at the Event and Vendor's activities of any kind.



VENDOR INSURANCE REQUIREMENTS

The Vendor shall purchase insurance as described below in a company or companies acceptable to the APM. Such insurance shall be written for not less than the limits specified below.

Workers Compensation (for employees working the event)

Statutory coverage/Employers Liability

- \$1,000,000 Each Accident
- \$1,000,000 Aggregate For Injury By Disease
- \$1,000,000 Each Employee For Injury By Disease

Commercial General Liability including Premises and Operations, Independent Contractors Protective, Products and Completed Operations, Blanket Contractual Liability, Personal Injury and Broad Form Property damage.

- \$1,000,000 Any One Occurrence (Coverage A)
- \$1,000,000 Any One Person or Organization (Coverage B)
- \$2,000,000 Products/Completed Operations Aggregate
- \$2,000,000 General Aggregate

Commercial General Liability insurance shall be written on an “occurrence” basis. APM and all other parties required of APM, shall be included as insureds, using ISO Additional Insured Endorsement CG 20 10 (10 01) AND CG 20 37 (10 01) or an endorsement providing equivalent coverage to the additional insureds. This insurance for the additional insureds shall be as broad as the coverage provided for the named insured vendor. Additional Insured coverage shall apply as primary and noncontributing insurance before any other insurance or self-insurance, including any deductible, maintained by, or provided to, the additional insured.

Comprehensive Automobile Liability including coverage for owned, hired and non-owned vehicles.

- \$1,000,000 each accident

APM and all other parties required of the General Contractor or Owner shall be included as insureds on the auto policy.

Waiver of Subrogation

Subcontractor waives all rights against APM and their agents, officers, directors and employees for recovery of damages to the extent these damages are covered by commercial general liability, business auto liability or workers compensation and employers liability insurance maintained per requirements stated above. The commercial general liability, business auto liability and workers compensation and employers liability policies shall provide such waivers by endorsement or otherwise.



Certificate of Insurance

Subcontractor agrees to furnish an Acord Certificate of Insurance to APM prior to commencement of the festival. Such certificate shall provide that the required insurance coverages will not be cancelled, non-renewed or materially changed unless at least ten (10) days prior written notice is given to APM. Attached to each Certificate of Insurance shall be a copy of the Additional Insured Endorsement listing Asociacion Puertorriquenos en Marcha, Inc. that is part of the Subcontractor's Commercial General Liability Policy. Also attached to each Certificate of Insurance shall be copies of the endorsements providing 10 Day Notice of Cancellation and Waiver of Subrogation for Workers Compensation, Commercial General Liability, Comprehensive Automobile Liability and Umbrella Liability.

1. **Payment:** Booth reservations are received with payment in advance.
2. **Cleaning:** Vendor responsible for cleaning the booth area. If left unclean, removal fees will apply.
3. **Booth Assignments:** Booth locations will be assigned by APM. You will receive a general location of your booth within the week of the Event. Your Booth location will be marked with a sign and Marilyn Rodriguez will be available on site for questions and can be reached at 267-205-7586.

Your signature below indicates your understanding of an agreement with all requirements outlined above.

Name

Company Name

Signature