



**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.

**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.

For more information, please reach out to:

Marilyn Rodriguez, Events Manager: 267-205-7586 [marilyn.rodriguez@apmphila.org](mailto:marilyn.rodriguez@apmphila.org).

Emily Cordero, Director of Communications: 267-255-7625 [emily.cordero@apmphila.org](mailto:emily.cordero@apmphila.org).

**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. See attached information for further details or Contact Emily Cordero at [Emily.cordero@apmphila.org](mailto:Emily.cordero@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**

**21<sup>st</sup> 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 21<sup>st</sup> Sugar Cane Festival at \$275.00 each.

**Please reserve your space by Wednesday, May 1, 2025.**

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

Cost: A. \$275 - Early Registration

B. \$350 - as of April 1<sup>st</sup>

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 completed electronically or mailed to Marilyn Rodriguez, Events Manager: APM 1900 N. 9<sup>th</sup> St. Philadelphia, PA 19122. Please write "2025 Sugar Cane Festival" in the subject line of your check made out to APM. You can also email Marilyn Rodriguez at [marilyn.rodriguez@apmphila.org](mailto:marilyn.rodriguez@apmphila.org) to reserve your space or please contact Emily Cordero, External Affairs Director [emily.cordero@apmphila.org](mailto:emily.cordero@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:** \$50,0000



## 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.

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#### 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.

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**Next Steps:** Join us in making this 55th Anniversary Holiday Toy drive a memorable success! To become a sponsor, or for more information, please contact: Communications Director Emily Cordero, 267-255-7625 [emily.cordero@apmphila.org](mailto:emily.cordero@apmphila.org) or Events Manager Marilyn Rodriguez 267-205-7586 [marilyn.rodriguez@apmphila.org](mailto:marilyn.rodriguez@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 partnering with you!