



Nilda I. Ruiz, MBA
President & CEO

Pelayo Coll, Esq.
Board Chair

Dear APM Supporter,

So Happy to invite you to be part of something truly unique and deeply meaningful. Please join us in sponsoring the 22nd Annual Sugar Cane Festival!

Our celebration honors our culture, strengthens our community, and helps support thousands of families each year.

APM's innovations are nationally and internationally-recognized, especially our Green, triple LEED Platinum headquarters building, the first of its kind in our country, second in the world, which prompted China and other countries to send delegations to visit our building.

APM has been in continuous service for over 55 years, building and advancing award-winning community development, affordable housing, economic self-sufficiency, education, health and urban revitalization

It is this pioneering sensibility that guided our creation of APM's Sugar Cane Festival, to unite the community through music, heritage, history highlights and helpful social services. Every year the community and our friends come for the fun, musical celebration, unity and preserve long-standing traditions that matter to our families and neighbors.

The Sugar Cane Festival is a cultural touchstone. It reflects who we are and creates much-anticipated Fun for the start of Summer. From the excitement of our 'live' music, dominoes tournament, freshly cut sugar cane treats, to the laughter of children in our activity areas, sharing delicious food, and memories, the festival brings people together in so many ways. PLUS, proceeds from the festival help support APM programs, touching the lives of thousands of families across our community.

Enclosed, you will find details about our sponsorship packages and vendor opportunities. By joining us, you are saying Yes to families, yes to respect for heritage and Yes to the future of cultural celebrations that unite and belong to us all.

For more information, please contact Events Manager, Marilyn Rodriguez, at 267-205-7586
marilyn.rodriguez@apmphila.org or apmevents@apmphila.org,

Together, we can honor our past, uplift our present, and build a future rooted in pride, possibility, and belonging!
Mil gracias for believing in this vision and for walking alongside us.

Sincerely,

Nilda Ruiz
President and CEO

P.S. Please save the date for our Gift of Love Holiday Benefit on November 5, 2026. For details, contact
apmevents@apmphila.org.



PARTICIPATION OPPORTUNITIES
22nd SUGAR CANE FESTIVAL

I would like the following sponsorship:

- **The APM Gift of Love Event & Sugar Cane Festival Sponsorship Combo (\$50,000)**
- **to be one of two Naming Sponsors of the 22nd Annual Sugar Cane Festival (\$20,000)**
- **to be a Supporter of the 22nd Annual Sugar Cane Festival (\$10,000)**
- **to be a Friend of the 22nd Annual Sugar Cane Festival (\$2,500)**
- **A booth(s) for the 22nd Sugar Cane Festival at \$275.00 each.**

Cost for Tables only:

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

B. \$350 - as of April 1st

Each booth includes a 10' x 10' tent, one table, and two chairs.

Reserve your space by Thursday, May 7, 2026.

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

Company: _____

Name: _____ Title: _____

Address: _____ City: _____ State: _____

Zip Code _____

Phone: _____ Fax: _____ Email: _____

This form can be submitted online, completed electronically, or mailed to Marilyn Rodriguez, Events Manager: APM 1900 N. 9th St. Suite 102 Philadelphia, PA 19122. Please write **“2026 Sugar Cane Festival”** in the subject line of your check made out to APM. You can also send an email to apmevents@apmphila.org.



VENDOR RESERVATIONS
22nd ANNUAL SUGAR CANE FESTIVAL
Saturday, June 6, 2026
6th Street & Germantown Avenue
Noon to 4:00 PM

Please read and follow all vendor insurance requirements

I would like to reserve ____ vendor booth(s) for the 22nd Annual Sugar Cane Festival.

Early Bird Rate: \$275 per booth (through March 31, 2026)

Regular Rate: \$350 per booth (beginning April 1, 2026)

Each booth includes a 10' x 10' tent, one table, and two chairs.

Company: _____

Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip Code _____

Phone : _____ Fax : _____ Email : _____

Reserve your space by Friday, May 7, 2026.

This completed form can be submitted online or mailed to:

Marilyn Rodriguez, Events Manager
apmevents@apmphila.org

APM
1900 North Ninth Street, Suite 102
Philadelphia, PA 19122



Please write **“2026 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 apmevents@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 North 6th Street and North 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 can place it in a 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 for items left in the booths. Vendor hereby agrees to indemnify and hold harmless the Host against any damage 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 no less than the limits specified below.

Workers Compensation (for employees working at 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 Asociación Puertorriqueños 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 onsite 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