



**BOARD OF  
DIRECTORS**

*Puerto Rican and Hispanic Day Parade of WNY Association, Inc.*

**President**  
*Charles F. Torres*

Dear Friends,

Hello to everyone!!!!

**Co-Vice President**  
*Yolanda M. Martinez*

Please mark your calendar and come celebrate the **24th<sup>d</sup> Annual Puerto Rican and Hispanic Day Parade of WNY on Saturday, August 15<sup>th</sup>, 2026** in Niagara Square at **noon**. We will first kick off our celebration with our annual **Flag Raising Ceremony on Thursday August 6<sup>th</sup>, 2026**, starting at **noon** at the Buffalo City Hall Niagara Square.

**Co-Vice President**  
*Hon. Judge  
Betty Calvo-Torres*

After we march down *Avenida San Juan*, we will return to Niagara Square where we will hold our concert event and vendors will have the opportunity to showcase their products to the thousands of participants/spectators. All the streets leading into Niagara Sq. will be closed, so that the spectators can enjoy the music, entertainment, and foods from different Hispanic countries. All sponsors and vendors will have their tents/trucks in the Niagara Sq. circle.

**Treasurer**  
*Steven Arias*

Our events are a celebration inclusive of all, intend to share and encourage pride in our Hispanic Heritage. Year after year we continue to be one of the largest parades in the region with thousands of participants and spectators from Rochester, Buffalo, Dunkirk, Jamestown, and points beyond. The parade has undoubtedly grown into a yearly tradition, for families, friends, and neighbors to come together to enjoy and take pride in the Puerto Rican and Hispanic community. The Hispanic community continues to grow and thrive. In sponsoring this event, your organization will enjoy exposure and marketing in this growing community while demonstrating its commitment to it.

**Secretary**  
*Josephine Torres*

Please review the varied sponsorship opportunities we offer. We offer everything from participation in the parade to print advertising and radio commercials. Major sponsors will be given special mention in our public service announcements, billboards, website, and official parade t-shirts. Please see the sponsorship package included in this letter, for details about the sponsorship opportunities available.

**Sgt-At-Arms**  
*Francisco Guzman*

**COMMITTEES**  
**Parade Chair**  
*Octavio Villegas*

Your 2026 sponsorship will be tax deductible as we are a **501(C)3 non-profit organization** as designated by the IRS. The Puerto Rican and Hispanic Day Parade of WNY (PRHDPWNY) **Federal ID#** is **88-1016829**.

**Director of Youth  
Leadership  
Curriculum**  
*Hon. Judge  
Betty Calvo-Torres*

Thank you in advance for your consideration and sponsorship. If you have any questions, please don't hesitate to contact our Sponsorship Committee at the address listed below or contact us at (716) 697-4698. We look forward to you joining us. We greatly appreciate your support.

**Director of Security**  
*Ben Crespo*

Sincerely,

**Youth Activity  
Coordinator**  
*Rafael Garcia*

*Charles F. Torres*

Charles F. Torres

**2025  
Grand Marshal**  
*John C. Garcia*  
*Erie County Sheriff*

*P.O. Box 166 Buffalo, New York, 14201  
Phone: (716) 697-4698  
Website: [www.prhdp.org](http://www.prhdp.org)*



**24<sup>TH</sup> Annual Puerto Rican and Hispanic Day Parade of Western New York  
Sponsorship Opportunities - 2026**

As our parade continues to grow, so do our sponsorship opportunities. In 2024, your sponsorship will be for the Flag Raising Ceremony and the Puerto Rican and Hispanic Day Parade, Festival and Concert. Please review the sponsorship levels and let us know which is best for your company or organization.

**DIAMOND LEVEL**

**\$10,000 or above**

- Name prominently listed on Website, Flag Raising Ceremony Program and in our Press Releases
- Opportunity to lead a primary Division in Parade, as a group or Float
- Organization may fly their company banner at Parade Grandstand and/or Concert
- Authorization to distribute your company's promotional materials or products at Niagara Square, Parade route and Concert
- Hyperlink to company website
- Company logo recognition in ALL printed ads, including billboards, T-shirts and official parade poster
- Your company logo will be advertised on jumbo stage screen through-out the weekend
- 20 T-shirts
- Name announced during, Flag Raising Ceremony, Parade march and Concert
- Authorization to set up a company booth at the two-day event

**PLATINUM LEVEL**

**\$5000-9,999**

- Name prominently listed on Website, Flag Raising Ceremony Program and in our Press Releases
- Opportunity to lead a Division in Parade, as a group or Float
- Organization may fly their company banner at Parade Grandstand and/or Concert
- Authorization to distribute your company's promotional materials or products at Niagara Square or at Parade route
- Hyperlink to company website
- Logo recognition in ALL printed ads, including billboards, T-shirts and official parade poster
- Your company logo will be advertised on jumbo stage screen through-out the weekend
- Name announced during, Flag Raising Ceremony, Parade march and Concert
- 12 T-shirts
- Authorization to set up a company booth at the two-day event



*Continued*

*Sponsorship Opportunities Continued - 2026*

*We have sponsorship opportunities for all budgets!!!!*

***GOLD LEVEL***

***\$3000-4,999***

- *Name prominently listed on Website, Flag Raising Ceremony Program and in our Press Releases*
- *Participation in Parade as a group or Float*
- *Organization may fly their company banner at Parade Grandstand and/or Concert*
- *Hyperlink to company website*
- *Company logo recognition in all printed ads, T-shirts and official parade poster*
- *Your company logo will be advertised on jumbo stage screen through-out the weekend*
- *Name announced during parade and Concert*
- *8 T-shirts*
- *Authorization to set up a company booth at the two-day event*

***SILVER LEVEL***

***\$1500-2999***

- *Name listed on Website, Flag Raising Ceremony Program*
- *Participation in Parade as a group or Float*
- *Your company logo will be advertised on jumbo stage screen through-out the weekend*
- *6 T-shirts*
- *Authorization to set up a company booth at the two-day event*

***BRONZE LEVEL***

***\$1000-1499***

- *Name listed on Website, Flag Raising Ceremony Program*
- *Participation in Parade as a group or Float*
- *2 T-shirts*

***FRIEND AND IN-KIND DONATIONS***

***\$200-499***

- *Name listed on Website, and announced during events*

Contact us at [prparadeofwny@gmail.com](mailto:prparadeofwny@gmail.com) or Yolanda at (716) 697-4698, if you have any questions, comments or are interested in sponsoring our events (Parade, Leadership Program, Flag Raising or Concert)

*P.O. Box 166 Buffalo, New York, 14201  
Phone: (716) 697-4698  
Website: [www.prhdp.org](http://www.prhdp.org)*