

**AUGUST 30 & 31, 2025**

**BARRIO BORIKÉN  
CHICAGO, IL**



**THE 32<sup>ND</sup>  
ANNUAL  
FIESTA  
BORICUA**



**JESSIE FUENTES**  
26TH WARD ALDERPERSON



State Senator  
**OMAR AQUINO**  
Illinois District 2

*¡Vivir Boricua!*  
**THE PUERTO RICAN  
CULTURAL CENTER**  
1973-2024

**FRI., AUGUST 29, 2025**



**FRIDAY,  
AUGUST 29:**



**Grand Opening  
12 noon  
Pe Erre DOMINO**



**The National Museum  
of Puerto Rican  
Arts and Culture**

**Noche Jibara/  
Guayabera Gala,  
6pm NMPRAC**

**Celebrating  
Our Collective  
Achievements:**

- **45<sup>th</sup> Anniversary** of Centro Infantil Corretjer
- **30<sup>th</sup> Anniversary** of the Flags of Steel
- **25<sup>th</sup> Anniversary** of the National Museum of Puerto Rican Art and Culture
- **25<sup>th</sup> Anniversary** of AfriCaribe
- **20<sup>th</sup> Anniversary** of Urban Theater Company
- **20<sup>th</sup> Anniversary** of Muévete



CHICAGO'S  
TRADITION  
FOR MORE  
THAN 30  
YEARS!

# BE A PART OF THE MIDWEST'S LARGEST PUERTO RICAN MUSIC & ART FESTIVAL

## What is Fiesta Boricua?

Since 1993, Fiesta Boricua has transformed Chicago's Paseo Boricua—Division Street's iconic Puerto Rican corridor—into a vibrant celebration of culture, music, and community pride. The festival showcases the full spectrum of Puerto Rican musical heritage, from Bomba y Plena to Salsa, Reggaetón to Latin Jazz, with legendary performers like Willie Colón, Eddie Palmieri, Andy Montañez, and Tego Calderón gracing its stages. Known as “De Bandera a Bandera,” Fiesta Boricua spans the monumental steel Puerto Rican flags that frame Paseo Boricua—an architectural tribute to our community's resilience and creativity.

Now in its 32nd year, Fiesta Boricua draws more than 150,000 attendees annually and stands as one of the Midwest's most celebrated Latino cultural events. It plays a vital role in anchoring Paseo Boricua as both a cultural landmark and a thriving commercial district, helping to fuel Puerto Rican and Latino small businesses and artisans. Recently, this area gained national recognition as the first-ever designated Puerto Rican Cultural District in the U.S. (Barrio Borikén) as well as national attention through outlets like HITN, extending the reach of our stories far beyond Chicago.

But Fiesta Boricua is more than music, food, and celebration—it is a lifeline for our community. It uplifts local organizations, revitalizes cultural pride, and unites generations under one banner of shared heritage. Whether honoring artists on the Paseo Boricua Walk of Fame or spotlighting youth from Puerto Rico's Escuela de Bellas Artes, the festival exemplifies the spirit and strength of our people. It is a living testament to what's possible when community leads the way.



# A UNIQUE OPPORTUNITY FOR SPONSORS

- Throughout the almost mile long Paseo Boricua, corridors which serve as places where various aspects of our community's life are showcased and services are offered. These include the following:
  - Small Business Corridor is spearheaded by WestTown Bikes and takes place in the area surrounding the Ciclo-Urbano Bike Shop in which family focus bicycling activities are organized.
  - Public Health Corridor is organized by the community's hospitals and other health institutions and provide mobile health services, booths and organized family friendly health activities.
  - Education Corridor is a designation where schools, universities and youth projects set up youth focus activities including competitions, games, performances and informational booths which includes school and university recruitment.
  - Community Housing Corridor is presented by community driven organizations providing multiple housing services including rentals, home ownership, set up informational booths and displays addressing the housing question in the community
- Fiesta Boricua is the only Puerto Rican festival in Chicago that seamlessly captures a diverse Latino demographic because of the organizer's solid reputation for fostering relationships with communities in the Chicagoland area, The United States, and Puerto Rico. While many marketers view this audience as a segmented consumer base, at Fiesta Boricua one marketing method touches over 2 million individuals through social media reach and in person throughout the 2-day festival.

# THE 32ND FIESTA BORICUA WILL HOST: “LO MEJOR DE NUESTROS PUEBLOS” ; UTUADO, PUERTO RICO “LO MEJOR DE NUESTROS BARRIOS” KISSIMMEE, FLORIDA

In 2009, during the Noche Jibara/ Guayabera Gala kick-off celebration for the 17th Annual Fiesta Boricua, a new theme was announced for the upcoming festivals: “Lo Mejor de Nuestros Pueblos” (The Best of Our Municipalities). The purpose, of this new added dimension, was to use the Fiesta Boricua celebration as a venue to promote and showcase the best musical and cultural expressions of selected municipality of Puerto Rico.

Since then, each municipality selected has been represented by a delegation of musicians, artisans, poets, artists, dancers and performers accompanied by their respective Mayors and other town officials. During a Fiesta Boricua Protocol Ceremony, the Key of Paseo Boricua is presented to the Mayor of the chosen town.

During the 2014 Fiesta Boricua another theme was added to the festival; “Lo Mejor de Nuestros Barrios/”The Best of Our Communities” This added theme sought to recognize the increasing importance of the Puerto Rican diasporic communities in the process of redefining Puerto Rican identity. Demographically, Puerto Ricans in the U.S. represent the majority of the Puerto Rican Nation-presently there are 3.9 million Puerto Ricans on the island and 4.9 million in the U.S. A new music, a new literature, a new art is emerging, framed within this context. Thus, Fiesta Boricua also became a venue for this new reality. This year, Kissimmee, Florida was selected.

## • **Noche Jibara/Guayabera Gala:**

Annually, the Fiesta Boricua is ushered in by a Friday evening gala dinner event known as Noche Jibara/Guayabera Gala which honors the municipality of Puerto Rico representing “Lo Mejor de Nuestros Pueblos” and the invited U.S. based Puerto Rican community representing “Lo Mejor de Nuestros Barrios.” This event includes live performances and other cultural expressions presented by the honored guests. This activity is held in the historical landmark designated National Museum of Puerto Rican Arts and Culture.

## • **Misa Jibara:**

During the past twelve years Misa Jibara, a traditionally Puerto Rican inspired folkloric Catholic Mass, has been used as an invocation for Fiesta Boricua.

Misa Jibara is not only an expression of Puerto Rican spirituality; it is a dynamic, creative and cultural syncretism. While it follows a traditional Catholic mass in its form, much of its content is framed within the context of Puerto Rican folklore and music. Hundreds from the areas Catholic churches join in the solemn, but engulfing celebration.

# FIESTA SPONSORS ACCESS THE HUGE U.S. LATINO MARKET

## SOCIAL MEDIA:

Tap into a vibrant community of over **200k** social media enthusiasts who regularly engage with our profiles, offering a prime opportunity to boost your brand's visibility.

- Maximize your brand's reach with our diverse audience, primarily from **Chicago**, but also spanning **New York, Puerto Rico, Milwaukee, Berwyn, Aurora, Mexico, and Canada**.
- Your logo in our promotional videos will capture both domestic and international attention. Your logo will be featured on Fiesta Boricua flyers and our newsletter, reaching over **50k** contacts.

## PRINT:

- Advertise in La Voz Del Paseo Boricua Newspaper, distributed to **200+** locations, businesses, and organizations across Chicago's Northwest Side.
  - La Voz Newspaper, distributed to over **100k+** attendees.
- Sponsors' logos will feature on up to **40,000** promotional flyers distributed and posted across Chicago's Northwest Side.

## The Latino Market is Made up of 55 million Latinos in the United States

- Latinos now make up about 18 percent of the United States Population
- The purchasing power of Latinos in the U.S. is approaching \$1.7 Trillion, which would make them the largest world economy.
- Fiesta Boricua provides businesses an opportunity to reach the Midwest segment of the National Latino Market.

## Numbers for our social media from this past Fiesta Boricua...

- PRCC-Website- 30,500 site visitors
- PRCC- Facebook page- 136,500 visitors
- Fiesta Boricua event page- 320,140
- Video views for Fiesta Boricua event- 40,012 views

## Demographics

- Age group 25-70
- Gender balance female 56% - Male 34%
- Population - Latino 85%, Other 15%
- Household income 50 to 100 thousand yearly



# SPONSORSHIP LEVELS

Sponsorship Category	Pitirre \$25,000	Coqui \$15,000	Iguaca \$10,000	Amapola \$5,000
<b>1st Tier Name and Title</b>				
Sponsor's name in title and 1st Tier logo positioning in all print advertising, internet, PR and Event collateral	✓			
<b>Pre-celebration Noche Jibara/ Guayabera Gala</b>				
Table for 10 persons	✓			
Table for 8 persons		✓		
Table for 5 persons			✓	
Table for 2 persons				✓
<b>On-premise promotion</b>				
10' x 20' booth space furnished with a tent, two 8' Tables, 4 chairs, and electricity.	✓			
Logo on all banners, entrance, and the LED screen on stage.	✓	✓	✓	✓
10' x 10' booth space furnished with a tent		✓	✓	✓
Logo on all banners, entrance, and the LED screen on stage		✓	✓	✓
<b>Internet</b>				
Name in title, logo and link in E-newsletter sent in one special E-newsletter advertising the event	✓			
logo on website		✓	✓	✓
Logo on E-newsletter		✓	✓	✓
Logo on all social media ads promoting the event	✓	✓	✓	✓
<b>Print</b>				
Name and title, 1 tier logo position in all print ads	✓			
logo in all print ads	✓	✓	✓	✓
1/2-page ad for 1 year in La Voz de Paseo Boricua Newspaper, published monthly	✓	✓	✓	✓
1 page ad for 1 year in La Voz de Paseo Boricua Newspaper, published monthly	✓			
<b>Event Premiums</b>				
Exclusive 1 tier logo position for name and title in event collateral materials	✓			
name mentions at all stages	✓	✓	✓	✓
logo on 10,000 Event Flyers distributed throughout target neighborhoods	✓	✓	✓	✓
logo on 5,000 Event Posters	✓	✓	✓	✓
Logo on 15,000 La Voz Newspapers	✓	✓	✓	✓

# DETAILS AND CONDITIONS

## General contract information:

- **Written confirmation is due no later than July 31st, 2025.** A signed contract is a confirmation and guarantee of participation.
- The payment of fifty percent (50%) of the sponsorship fee will be made together with the signed contract. The remaining fifty percent (50%) must be paid by Friday, August 29th, 2025.

## Advertising terms:

- To get all promotional/advertising benefits, all sponsors must submit a hi-resolution version of their **logos to Zulema Herrera at the-helpdesk@prcc-chgo.org no later than Friday, August 8th, 2025.**
- To get all promotional/advertising benefits, all sponsors must submit a hi-resolution and completely finished version of their La Voz Newspaper **Advertisement in PNG format to Zulema Herrera at the-helpdesk@prcc-chgo.org no later than Friday, August 8th, 2025.**

## LA VOZ NEWSPAPER AD DIMENSIONS (INCHES)

A		Ad Sizes	(H x W)
			A - Full Page
B		B - Half Page Horiz.	(4.75 x 10)
		C - Quarter Page	(4.75 x 5)
		D - Eighth Page	(4.75 x 2.5X)
C		E - Centerfold	(9.5 x 20.5)
		F - Back Page	(9.5 x 10)
D		G - Sponsorship Listing Only (Name only)	
		H - Unable to purchase ad. I would like to make a donation (tax deductible)	
		I - REPEAT Ad: Check here to re-use last year's ad	<input type="checkbox"/>



# Details and Terms



Make checks payable to:

**Puerto Rican Cultural Center  
and in the note: Fiesta Boricua**

Attn: Lisette Fuentes  
2556 W. Division St. Chicago, Il. 60622

**Online  
payment  
at Zeffy:**



**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

**Level of Sponsorship:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

The Puerto Rican Cultural Center is a registered 501 (c)(3) non-profit.  
Send this form with check to address listed above or fax to: (773) 913-0706

**\* PLEASE RETURN THIS FORM WITH PAYMENT BY FRIDAY, AUGUST 15TH, 2015**

## **Fiesta Boricua Coordinating Committee**

Music Coordinator & Administrative Coordinator:  
**Luis Rosa**, 787-448-1835, luisrosa@prcc-chgo.org  
**Juan M. Calderón**, 773-551-0581, juanc@prcc-chgo.org

Coordinator of Food & Merchant Vendors:  
**Zenaida López**, 872-829-2662, zenaidal@prcc-chgo.org  
**Honorio Torres**, 773-680-5415, honoriot@prcc-chgo.org

Coordinating/Host Agency: **Puerto Rican Cultural Center 2739-41 W. Division St. • Chicago, IL 60622**