



SPONSORSHIP PROPOSAL

CELEBRATING AND PARTNERING FOR 50 YEARS OF CELEBRATIONS,
IMPACT, AND GROWTH IN THE STATE OF DELAWARE

PRESENTED BY



2026

OUR ROOTS, OUR LEGACY

MESSAGE FROM THE PRESIDENT



Dear Friends and Community Partners

For 50 years, the City of Wilmington has been a cornerstone of Hispanic culture and heritage in the great state of Delaware. What began in the mid 1970's as a small gathering has grown into the state's most anticipated kick off celebrations, bringing together thousands of families, businesses, and community members each year. This celebration has inspired growth and independent statewide initiatives in all three counties and countless neighborhoods. As the founding program for Hispanic Heritage in Delaware, we couldn't be happier to celebrate 50 years of community engagement and growth statewide.

Nuestras Raices is proud to host this historic event. Our mission has always been clear: to celebrate, preserve, and share the rich traditions of Hispanic culture while fostering unity, bridging the gaps between cultural differences, and empowering the Hispanic community for social growth. Through the dedication of our all-volunteer team, we have created a legacy that spans five decades: A testament to the strength and vibrancy of our community.

This milestone 50th anniversary is more than a celebration of our past; it is a commitment to our future while honoring America's 250th anniversary. Your partnership helps us continue this important work, ensuring that future generations can experience the joy, culture, and connection that the annual kick-off celebration of Hispanic Heritage Month for Delaware.

We invite you to join us in making this golden anniversary our most memorable celebration yet.

With gratitude,
Maria Perez
President, Nuestras Raices

Contact India Colon-Diaz for inquiries (302)528-4024
Email: info@nrdelaware.org

50TH ANNIVERSARY CELEBRATION

2 DAY EXPERIENCE

SEPTEMBER 12, 2026 - SEPTEMBER 13, 2026

DAY 1

**Saturday, September 12, 2026
12-6pm**

**50th Anniversary Music Concert and
Celebration**

**DELAWARE ART MUSEUM
Wilmington, Delaware 19806**

- Cultural Performances
- Live Music
- Food Vendors
- Family Activities
- Community Awards
- America 250 Tribute
- Resource Stations

DAY 2

**Sunday, September 13, 2026
12 pm-4 pm**

**Parade & Street Festival
W 4th St & N Harrison St
Wilmington, DE 19805**

- 50th Anniversary Grand Parade
- Folkloric Performances
- Marching Bands
- Street Food Vendors
- Community Celebration
- Outreach & Resource Partners

DID YOU KNOW?

- The first parade held in 1976 was formerly called the Wilmington Puerto Rican Parade, but in 2012 organizers realized that the state of Delaware had grown to a Latino community that was very diverse forever changing it's annual grand parade to Wilmington Hispanic Parade.



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WHO WE ARE



MISSION:

We are an all-volunteer organization dedicated to outreach that engages, educates, and empowers Delaware Hispanics to grow and positively contribute to the state's social and economic climate while preserving our cultural fabric.

OUR GOALS:

- Foster meaningful community engagement across diverse neighborhoods.
- Preserve and share Hispanic cultural heritage and traditions.
- Establish partnerships that will support the community with resources.
- Develop future leaders through mentorship and active participation.
- Support local and statewide initiatives encouraging volunteerism.

DID YOU KNOW?

- Nuestras Raices Inc was founded in 1999 as a way of serving as charity and volunteer organization. The organization was founded by Maria Matos after seeing its growth from where it began in the mid to late 70's. The organization continues to host the annual celebratory kick-off in the same location it started, which was originally organized by local volunteers from St. Paul's Catholic church.



A HISTORY OF DONORS

50 years of Legacy partners and impact!



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PARTNERSHIP OPPORTUNITIES

Join us in making history! All donations are tax deductible!

● **DIAMOND LEVEL - \$10,000** DAY 1 & DAY 2 ACCESS

- Parade Entry
- Main Stage Banner Branding - Both Days
- Main Flyer Logo Branding - Both Days
- Booth Space 10x10 - Both Days
- Social Media Branding
- Website Branding
- Stage Mentions
- 4 VIP Stage Passes
- Stage Mentions - Both Days
- Exclusive Sponsor video promotion
- 10 VIP Passes to Sponsor Zone -Day 1
- 5 Min speaking time - Both Days
- Logo on 50th Anniversary swag for VIP/Partners
- Radio mentions
- Press Release Mention
- Exclusivity

● **GOLD LEVEL - \$5,000** DAY 1 & DAY 2 ACCESS

- Parade Entry
- Main Stage Banner Branding - Both Days
- Main Flyer Logo Branding - Both Days
- Booth Space 10x10 - Both Days
- Social Media Branding
- Website Branding
- Stage Mentions
- 2 VIP Stage Passes
- Stage Mentions - Both Days
- Exclusive Sponsor video promotion
- 5 VIP Passes to Sponsor Zone -Day 1
- 2 Min speaking time - Both Days

● **SILVER LEVEL - \$2,500** PARADE DAY ONLY

- Parade Entry
- Parade Day Main Stage Banner Branding
- Parade Day Main Flyer Logo Branding
- Parade Day Booth Space 10x10
- Social Media Branding
- Website Branding
- Parade Day Stage Mentions
- 2 VIP Parade Stage Passes
- 2 VIP - All Access Concert Tickets

● **BRONZE LEVEL - \$1,000** PARADE DAY ONLY

- Parade Entry
- Main Stage Banner Branding
- Booth Space 10x10
- Social Media Branding
- Stage Mentions

● **COMMUNITY CHAMPION - \$500** DAY 2 ACCESS ONLY

- Parade Entry
- Main Stage Banner Branding at Parade
- Parade Main Flyer Logo Branding for

***This level does not include a booth space**



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MEDIA & PUBLIC RELATIONS

● PRESS KIT

A comprehensive electronic press kit is available upon request. This includes high-resolution logos, past event photos, and official organization bios for your promotional use.

● LOGO USAGE

Sponsors are granted the right to use the "Nuestras Raíces 50th Anniversary" official logo in their marketing materials to promote their support, subject to brand guidelines.

● MEDIA CONTACT

For all press inquiries, interviews, and media coordination:

India Colon-Diaz
info@nrdelaware.org
(302) 528-4024

● PHOTOGRAPHY & VIDEO RIGHTS

By sponsoring, organizations acknowledge that the event is a public space where photography and videography will occur for promotional purposes.

● DISCLAIMER

Nuestras Raíces Inc. is a registered 501(c)(3) nonprofit organization dedicated to the advancement of the Hispanic community in Delaware.

Contributions to Nuestras Raíces Inc. are tax-deductible to the extent permitted by law. Please consult your tax advisor regarding the deductibility of your sponsorship or donation.

All rights reserved. No part of this publication or the event branding may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the organization.

PAYMENT INSTRUCTIONS

PAYMENT METHODS

- Check
- ACH
- Credit Card (3.4% processing fee applies)

DEADLINE

All applications must be received via email **info@nrdelaware.org** no later than **August 1, 2026**. Booth spaces are limited and filled on a first come first serve basis, upon receipt of payment. We recommend you submit your commitment application with payment type to secure your partnership level.

All **logos must be received by Aug 1, 2026**, to guarantee print deadlines are met. We cannot make adjustments after Aug 1, 2026.

INVOICING

Invoices will be sent immediately upon receipt of your application or pledge. Please email info@nrdelaware.org for any specific billing questions.

All **logos must be received by Aug 1, 2026**, to guarantee print deadlines are met. We cannot make adjustments after Aug 1, 2026.

PAYABLE TO

Make all checks payable to: **Nuestras Raíces Inc.**

MAIL TO

PO BOX 3102 Newport, DE 19804



PARTNER/SPONSOR APPLICATION

[CLICK HERE](#)

TO OFFICIALLY REGISTER AND RESERVE YOUR SPOT
AS A PARTNER/SPONSOR

NOTE:

- You will not be required to make a payment immediately if paying by check or via ACH
- If you are paying with a credit card you will be required to pay upon submitting the online application
- You will receive an invoice in your confirmation email once you have submitted the online application (Click here link above)
- Submitting this application reserves your spot as a partner/sponsor
- Do not wait to submit this application as we have limited spots available for partners
- Your invoice is auto-generated and emailed out once this application is completed
- Pay attention to payment and print marketing deadlines

APPLICATION DEADLINE AS SOON AS POSSIBLE

PAYMENT DEADLINE AUG 1, 2026, 2026

LOGO & MARKETING DEADLINE AUG 1, 2026

Thank you for joining during this years milestone celebrations!





SAVE THE DATE

HISPANIC HERITAGE MONTH

SEPT 12-13, 2026

WILMINGTON, DELAWARE



FEATURING LIVE PERFORMANCES

SEPT 12: CONCERT CELEBRATION & TRIBUTE AT DELAWARE ART MUSEUM

SEPT 13: ANNIVERSARY PARADE & STREET FESTIVAL ON CALLE 4

ORGANIZED BY



For Sponsor/Partner Inquiries: info@nrdelaware.org | www.nrdelaware.org