



**Puerto Rican Festival, Inc.
Festival Puertorriqueño, Inc.**

130 N. Winton Rd. PO Box 10098 Rochester, NY 14610
www.prfestival.com

May 1, 2018

To Whom It May Concern:

Summer is quickly approaching and it will soon be time to celebrate the 49th annual Puerto Rican Festival, the longest-running ethnic festival in Monroe County. This year, the Puerto Rican Festival will be held July 27 – 29, 2018 at the Frontier Field VIP Parking Lot.

As the Agency Fair Coordinator, I invite you to participate in this year's Agency Fair. The fair is a great way for you/your organization to provide important information about your services and programs to the Rochester community. Last year, more than 22,000 people attended the festival!

If you are interested in becoming part of the 2018 Puerto Rican Festival Agency Fair, please complete the enclosed application along with the nonrefundable \$35.00 fee to cover cost of the tent and table rentals.

Please note:

- The hours of the Agency Fair will be: **Saturday, July 28, 2018 from 12:00pm – 4:00pm.**
- Agency representatives must arrive by 11:00am for set up. It is important representatives arrive on time so set up can be complete before noon. Please keep in mind many streets surrounding the area may be closed due to the parade.
- After the Agency Fair, you are welcomed to stay and enjoy the festival. Please be aware if anyone leaves the festival grounds after 2pm, they will be charged admission to re-enter the festival. There will be no exceptions.
- There is a maximum of 2 representatives allowed per table at all times. Agency representatives need to be employees with proper ID.
- Agencies are expected to provide and/or establish resources for the Rochester community. This may be done by providing educational material such as handouts, pamphlets, etc., (anything that may represent the agency and services it provides).
- Raffles are permitted, but the winners are to be notified by mail or telephone outside of festival grounds.
- Agencies are prohibited from selling of goods/merchandise.
- The deadline for submission of the application is **July 6, 2018.**
- The deadline for submission of the fee is **July 23, 2018.**
- Payments will not be taken on the day of the event.
- W-9 form will be provided upon request.

Thank you in advance for your support of this year's Agency Fair. I hope you consider participating this year to help the Puerto Rican Festival inform the Rochester community of the many resources that exist for all groups of people, regardless of age, gender and/or race.

Please contact me at 585-489-1171 or via email at wtfabi@gmail.com if you have any questions or concerns.

Sincerely,

Fabian Maldonado

Fabian Maldonado
Agency Fair Coordinator