



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

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

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April 10, 2017

To Whom It May Concern:

Summer is quickly approaching and it will soon be time to celebrate the 48<sup>th</sup> annual Puerto Rican Festival, the longest-running ethnic festival in Monroe County. This year, the theme of the festival will be, "Brillando Por Todo Lo Alto/Shining Through". Events will be held July 28-30, 2017 at the Frontier Field VIP Parking Lot.

As the Agency Fair Coordinator of the Puerto Rican Festival, I would like to invite you to participate in the 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 20,000 people attended the festival!

If you are interested in becoming a part of the Agency Fair for the 2017 Festival, please read and fill out the enclosed application carefully. The cost is \$35.00. The fee covers the cost of the tent and table rentals; it is non-refundable.

**Please note:**

- The hours of the Agency Fair will be: **Saturday, July 29, 2017 from 12:00pm – 4:00pm.**
- Agency representatives must arrive by 11:00am for set up. It is important that representatives arrive on time so that set up can be done before the fair begins at noon. Please keep in mind that many streets surrounding the area may be closed due to the parade.
- After the Agency Fair, you are more than welcome to stay and enjoy the festival. Please be aware that if anyone leaves the festival grounds after 2pm, they will be charged the entrance fee 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 **June 23, 2017.**
- The deadline for submission of the fee is **July 14, 2017.**
- 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 that you will 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 585-303-0081 or via email at [jen.colon.simmons@gmail.com](mailto:jen.colon.simmons@gmail.com) if you have any questions or concerns.

Sincerely,

*Jennifer Simmons*

Jennifer Simmons, Agency Fair Coordinator