

From: Genoveva Calloway [REDACTED]
Sent: Monday, June 8, 2026 8:14 PM
To: Matt Rodriguez <MattR@sanpabloca.gov>
Cc: Arturo Cruz <ArturoC@sanpabloca.gov>
Subject: Request for 2026 Fiestas Patrias Parade Sponsorship

Dear Matt Rodriguez and San Pablo Council,

Thank you for your continued support of community projects and the Fiestas Patrias Parade.

As you know, for the past 19 years, the Peace and Unity Cinco de Mayo Parade Committee has organized an annual parade along 23rd Street, connecting the cities of Richmond and San Pablo. In May 2024, the Parade Committee decided due to rain on the May date to postpone the Cinco de Mayo Parade to a September date in recognizing the Independence Days of eight Latin American Countries.

That celebration became the **first Fiestas Patrias Parade** and was a tremendous success. After careful consideration, the committee chose to continue holding the parade in September to be more inclusive of additional communities.

The Committee is excited and planning the 2026 Parade and could not do it without your sponsorship. We gratefully are asking for your sponsorship for the 2026 Parade.

Fiestas Patrias Parade Sponsorship Levels

We offer three sponsorship levels.

- **Major Donor — \$5,000 or more:** Recognition as a major corporate donor on promotional materials, flyers, posters, broadcast announcements, and social media, plus a place in the parade lineup.
- **Sponsor — \$1,000 or more:** Recognition on promotional materials, flyers, posters, and social media, plus a place in the parade lineup.
- **Supporter — \$500 or more:** A place in the parade lineup.

Please mail checks to **Manzanillo-San Pablo Sister City Inc.** (the parade's fiscal agent), **Cinco de Mayo Parade, 1529 Costa Ave., San Pablo, CA 94806.**

Sincerely,

Genoveva Calloway
Parade Committee Co-Chair
(510)384-6555

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