



March 6, 2024



Mayor Patricia Ponce and Council Members

Matt Rodriguez, City Manager

San Pablo, California

Dear Mr. Rodriguez, Mayor, and Council Members

The Cinco de Mayo Peace and Unity Parade Committee expresses its appreciation and support to the City of San Pablo for their past generous sponsorship support. This year will be our second parade after being closed due to the Covid 19 pandemic.

The 5 de Mayo Parade Planning Committee has been meeting and again the Parade will be a huge success like all the other past years. This will be the 16th Annual Parade. The Parade is being planned for Saturday May 4, 2024. We are very fortunate and grateful,

to have both the Police and Public works departments from both City of San Pablo and City of Richmond planning the Parade to ensure the safety for all participants and spectators.

This letter is to request your generous Sponsorship of \$7,500. For the 2024 Parade. The Committee will be asking the City of Richmond for a Sponsorship as well. The Parade will proceed on the same route down 23rd St., starting in Richmond and ending in San Pablo.

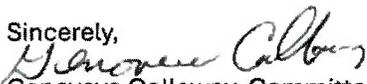
A little about the history of 5 de Mayo: 5 de Mayo commemorates the victory of a poorly armed Mexican army over the well-equipped French army at the Battle of Puebla in 1862. In the United States, it is a celebration to recognize the significant contributions that Latino culture and traditions have been part of our country. We honor our collective diversity and invite everyone to share in the spirit of Peace and Unity.

For any questions, please contact Ms. Calloway at (510)384-6555. Please make sponsorship check payable to Manzanillo San Pablo Sister City, Inc., and mail to 1529 Costa Ave., San Pablo, California 94806

Major Sponsors \$5,000 to \$10,000 will receive the following benefits:

- Company name will be displayed in Parade Banner
- Company logo on press materials
- Company Sponsorship announced throughout the event.
- Company will be given one entry in Parade.

Sincerely,


Genevieve Calloway, Committee Co-chair


John Marquez, Committee Co-Chair