

Parada San Juan Bautista, Inc. 1957-2025

Celebrating 68 Years of Culture and Traditions!



One of the 1st
**Puerto Rican
Day Parades**
in the U.S.
Since 1957

PUERTO RICO

2025 Proposal

501©3 non-profit charitable organization

Tax ID# 22-3121588

SAN JUAN



Felix Moulier
P.O. Box 2908
Camden, NJ 08102
856-979-6915

TABLE OF CONTENTS

IRS Document 501(c)3	Page 3
Introduction & History	Page 4-5
Organizational Structure	Page 6
Scholarship Fund	Page 7
Events & Descriptions	Page 8 -11
Business & Professional Reception	Page 8
Coronation Pageant	Page 8
Commemorative Mass	Page 9
Puerto Rican Flag Raising Ceremony	Page 9
Distinguished Citizens Luncheon	Page 10
Community Health Fair	Page 10
68th Annual Gala	Page 11
68th Annual Puerto Rican Day Parade	Page 11
Post Parade Festival	Page 11
2025 Operational Budget	Page 12
Financial Sponsors	Page 13
Sponsorship Levels	Page 14
Sponsorship Contribution Form	Page 15



INTERNAL REVENUE 501(c)(3) STATUS

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 01 2019**

PARADA SAN JUAN BAUTISTA
PO BOX 2908
CAMDEN, NJ 08101-2908

Employer Identification Number:
22-3121588
DLN:
17053179313048
Contact Person:
SCOTT P BANTLY ID# 31398
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
May 15, 2017
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

Based on the information you submitted in your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar

PARADA SAN JUAN BAUTISTA

Letter 947

to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Director, Exempt Organizations
Rulings and Agreements



INTRODUCTION

The Parada San Juan Bautista, Inc. invites you to join us as a **Sponsor** of our activities and events as we celebrate **68 years of Culture and Tradition as one of the 1st Puerto Rican Day Parades in the US!** Come celebrate and participate in one of the largest events in the area with significant clientele brought to you.

As a participating sponsor, you will be joining the committee in a very important mission, which is to preserve our Puerto Rican heritage as well as enable children of Puerto Rican descent to further their academic studies through sponsorship packages that are the primary source of funding for the **Scholarship Fund**. **The Scholarship Fund** provides the means to achieve the best educational experience to academically qualified students

who may not have the opportunity or means. Your Sponsorship also supports the organization's expenses associated in assuring the success of its cultural and educational awareness activities and events.

Depending on the level of sponsorship, the Parada San Juan Bautista, Inc. offers an opportunity and visibility via numerous multifaceted specific media and public relation events. We are certain that your sponsorship, you will establish a more intense rapport among the fastest growing segment of our community: the Hispanic population. This is an opportunity to expand your company's brand reach, promote more visibility, and establish significant public impact among our community.



HISTORY

“In 1957, a group of parishioners from Our Lady of Mount Carmel/Fatima Church marched in the first parade under the leadership of its founder, Father Leonardo Carrieri. These parish-ioners gave witness to their Puerto Rican heritage, culture and traditions, thus forming the Parada San Juan Bautista, Inc. also known as St. John the Baptist Parade, Inc. It epitomized the aspirations of a community in search of recognition and equal opportunities. One of the main objectives of the first parade was to present a positive image of the Puerto Rican community.

When Christopher Columbus arrived at Puerto Rico during his second voyage on November 19, 1493, a group of Arawak Indians, known as Taínos, inhabited the island. The Taínos called the island “Borikén”. Columbus named the island San Juan Bautista, in honor of St. John the Baptist.

Each town in Puerto Rico celebrates fiestas patronales, which are Patron Saint Festivals, and many towns have additional festivals, which honor cultural icons like Bomba y plena, danza, salsa, hamacas and popular crops such as plantains and coffee. The island puts a premium on celebration. Since St. John the Baptist is the patron saint of the Island and the namesake of the capital city (San Juan), his day is widely celebrated by big parties on the beaches.

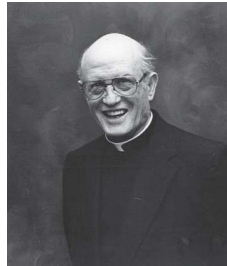
The Parada San Juan Bautista, Inc. is incorporated as a 501©3 tax exempted, non-profit charitable corporation with approximately 30 volunteers. The dedication and the continued success of the Parada San Juan Bautista, Inc. has been possible due to its leadership, the diligent work of its volunteers and members as well as the generous financial support of private and public funding as well as state and local contributors.

The mission of the Parada San Juan Bautista, Inc. is to create solidarity and harmony within the entire community. This is experienced at the grassroots level within the religious and educational community, the business and government sector at the city, county and state levels. Its success in bringing together people from different cultures and background has integrated our activities and events into the social fiber of the city and surrounding communities.

Our Calendar of Events consists of an Annual Mass & Luncheon

gives tribute to our humble beginnings and our founders, Flag Raising Ceremony educates the public of our Puerto Rican history and the reason for our flag, Distinguished Citizens Luncheon gives honor to those seniors that have dedicated their lives to making Camden County a better place, Annual Gala Banquet & Dinner Dance

provides an opportunity to spotlight our financial supporters and Achievement Honorees. It also consists of an Annual Parade which is a joyful celebration of Latino culture, folklore, art, history and customs.



Coronation Pageant is Returning! This is a pageant of talent to showcase and select the most talented and personable young lady of Puerto Rican descent to represent the San Juan Bautista Parade at the various parade events. Culture and education are the main emphasis of the pageant. We end our Calendar of Events celebration with our traditional annual parade and a major outdoor summer concert which spotlights the many talents of our Latino culture. These two events are celebrated on the last Sunday in June, at the Camden Waterfront, to coincide with the feast of San Juan Bautista, the patron Saint of Puerto Rico.



2025 PSJB ORGANIZATIONAL STRUCTURE

2025 EXECUTIVE COMMITTEE

Felix Moulier
President

Juan Gonzalez
Vice President

Kate Rivera
Treasurer

Maria Gonzalez
Secretary

2025 COMMITTEE CHAIRPERSONS

Felix Moulier – Fundraising

Juan J. Gonzalez, Esq. – Parade

Eddie Martinez – Post Parade Festival

Wanda Garcia – Commemorative Mass

Carmen Quiles. – Coronation Pageant

Felix Moulier – Flag Raising

Kate Rivera – 68th Annual Gala

Maria Gonzalez – Distinguished Citizens Luncheon

Orlando Mercado – Scholarship Fund

Felix Moulier – Business & Professional Reception



SCHOLARSHIP FUND

Since 1982, the Parada San Juan Bautista, Inc. Scholarship Fund has provided financial assistance to students who demonstrate potential for academic and leadership success. The awards are based on several factors such as grade average, the applicant's financial situation, student status, extracurricular activities, including sports and community service. Previous grants, scholarships, and/or financial aid may factor in the process of receiving our scholarship.

The Scholarship Fund has awarded scholarships to high school graduates of Puerto Rican ancestry that reside in the City of Camden, New Jersey. The Scholarship Fund has assisted 145 economically disadvantaged Hispanic students with their college educational expenses. We award 4 scholarships annually totaling \$12,000. There are two in the amount of \$2,000 and two in the amount of \$4,000. We have been able to continue providing scholarship awards and funding our month long activities with the help of generous contributions from corporations.

2024 SCHOLARSHIP RECIPIENTS

Neyana Perez
LEAP Academy
University Charter
High School
4.19 GPA
Ranked 4th in her class
University of Maryland
– Eastern Shore
\$4,000

Rosemary Sanchez
Big Picture Learning
Academy
3.71 GPA
Ranked 2nd in her class
William Paterson
University
\$4,000

Yasaira Guzman
Creative Arts High
School
3.43 GPA
Ranked 11th in her class
Rowan University
\$2,000

Alexander Rivera
Eastside High School
3.03 GPA
Ranked 32nd in his class
Rowan University
\$2,000

PAST RECIPIENTS

Curtis Taylor
Camden Academy
Charter High School
3.986 GPA
Ranked 11th in his class
Arizona State University
Accounting
\$4,000

Aniyah Nieves
LEAP Academy University
Charter High School
3.7 GPA
Ranked 20th in her class
Rutgers Camden | Social Work
\$4,000

Alexander Cedeno
LEAP University
Charter High School
Rutgers School of
Engineering | Bio Engineering
\$4,000

Jeniska Rivera
Camden Academy
Charter School
Rutgers Camden | Clinical Psychology
\$4,000

Janaira Perez
Woodrow Wilson High School
Rowan University | Criminal Justice
\$2,000

Alexandra Jimenez
Camden Academy
Charter High School
Rutgers | Criminal Justice
\$2,000



2025 CALENDAR OF EVENTS AND DESCRIPTIONS

BUSINESS & PROFESSIONAL RECEPTION

Wednesday, May 28, 2025

6:00 p.m. to 8:00 p.m.

Subaru of America

1 Subaru Drive, Camden, NJ 08103
Contact: Felix Moulier (856) 979-6915

This event as an opportunity to meet our organization's members and hear first hand how the funding from our corporate sponsors have influenced our evolution and how they have participated over the years with the Parada San Juan Bautista, Inc. Additionally, you will hear testimonies from our past scholarship recipients on how your financial support and commitment has assisted them in their educational pursuit. This is a great networking opportunity for you and your company.

Estimated Attendance: 150

CORONATION PAGEANT

Saturday, May 10, 2025

4:00 p.m. to 7:00 p.m.

Ticketed Event

Mi Casita Daycare Center, Inc.

551 Spruce St, Camden, NJ 08103
Contact: Carmen Quiles (856) 383-3986

The Parada San Juan Bautista Coronation Pageant will return this year (2025) after a brief hiatus. This is an engaging and confidence-building event designed to celebrate the charm, creativity, and personality of young girls ages 3-5 of Puerto Rican descent. This pageant provides an opportunity for contestants to shine on stage, showcase their unique talents and personalities, and develop early self-expression skills in a supportive and encouraging environment. With a focus on positivity, self-esteem, friendship and teamwork, while emphasizing kindness and respect, the event fosters a joyful experience for both contestants, their families and friends. We will celebrate the growth and achievement by recognizing and rewarding each contestant for their participation, effort, and courage. The Little Miss Reina winner and her court will represent the Parada San Juan Bautista, Inc, the sponsoring organization, at the parade and other related-events, as designated by the Coronation Pageant Committee.

Estimated Attendance: 150



COMMEMORATIVE MASS

Sunday, June 1, 2025

11:30 a.m. to 12:30 p.m.

Open to the public

Cathedral of the Immaculate Conception

642 Market Street

Camden, New Jersey 08102

Contact: Wanda Garcia (609) 705-7471

Every year we host a Annual Mass in honor of the patron saint of Puerto Rico, Saint John the Baptist. The parish was the primary motivator in encouraging and guiding the community in forming the Parada San Juan Bautista, Inc. The mass is focused at maintaining the spiritual strength which binds the community together.

Estimated Attendance: 200

PUERTO RICAN FLAG RAISING CEREMONY

Monday, June 2, 2025

11:45 a.m. to 2:00 p.m.

Open to the public

Camden City Hall

520 Market Street

Camden, NJ 08102

Contact: Felix Moulier (856) 979-6915

The Puerto Rican Constitution was ratified on March 3, 1952, approved by the U.S. Congress on July 3, 1952 and became effective July 25, 1952. To commemorate this date, the Parada San Juan Bautista, Inc. hosts a Flag Raising Ceremony every year in Camden, New Jersey. The Flag Raising Ceremony is an event of pride and honor for the Puerto Rican community. This event brings together community leaders, residents, business owners and government officials to celebrate the raising of the Puerto Rican flag as it is celebrated in Puerto Rico and in many other cities of the U.S.

Estimated Attendance: 150



2025 CALENDAR OF EVENTS AND DESCRIPTIONS

DISTINGUISHED CITIZENS LUNCHEON

Thursday, June 12, 2025

12:00 p.m. to 3:00 p.m.

Invitation required

Cathedral Hall

642 Market St

Camden, NJ 08101

Contact: Maria Gonzalez (856) 304-4517

The Distinguished Citizens' Luncheon celebrates and honors the triumph and outstanding contributions of two individuals to the Camden community. It offers the senior citizen community an opportunity to enjoy Puerto Rican food, music, dance and theatrical performances. For many years, this event has been an extraordinary experience for our elders to enjoy a day of fun with their friends and neighbors.

Estimated Attendance: 200

COMMUNITY HEALTH FAIR

Date to be determined

11:00 a.m. to 3:00 p.m.

Open to the public

Hispanic Family Center of Southern NJ

29th & Federal Street


Camden, NJ 0810

Contact: Maria Gonzalez (856) 304-4517

The Health Fair is held in partnership with Hispanic Family Center of Southern New Jersey. The fair is an educational and interactive event designed for outreach to provide basic preventive medicine and medical screening to people in the community or employees at work in conjunction with workplace wellness. The purpose of the Health Fair is to increase the community's awareness of various health topics and empower individuals to take action through the utilization of preventative screenings for health and wellness. The Health Fair will include face painting, balloons, bouncy rides, musical entertainment, raffles, and more.

Estimated Attendance: 500





68th ANNUAL GALA
Saturday, June 21, 2025
6:00 p.m. to 12:00 a.m.
\$150 per person

Double Tree Hotel
2349 Route 70
Cherry Hill, NJ 08002
Contact: Kat Rivera (856) 952-0968

The Gala is our semi-formal gala with live entertainment, dancing, music, dinner, prizes and great networking. During the program, the committee announces the scholarship winners and recognizes the extraordinary efforts of its committee members. We give out Awards to those individuals that have given of their time and efforts to improve the quality of life in the City of Camden. We also acknowledge our Grand Marshal and Parade Padrinos as well as our corporate sponsors who have financially supported the various activities and events.

Estimated Attendance: 300

68th ANNUAL PARADE
Sunday June 29, 2025
12:00 p.m. to 3:30 p.m.
Open to the Public

7th & Elm Street to Riverside Drive
Camden, NJ 08103
Contact: Juan J. Gonzalez 856-757-9600

The Parada San Juan Bautista, in partnership with the Camden County Office of Hispanic Affairs and Constituent Services, present a historical presentation of the Puerto Rican culture that stretches back 68 years! Traditionally held on the last Sunday of June to coincide with the feast of San Juan Bautista, the parade features a lively procession of marching bands, dance troupes, car clubs, veterans, school bands, traditional music, dancing, and elaborately decorated floats. The festivities begin at 12:00 p.m., starting at 3rd & Elm streets and proceeding to Wiggins Waterfront Park.

Estimated Attendance: 10,000

POST PARADE CONCERT
Sunday June 29, 2025
3:00 p.m. to 8:00 p.m.
Open to the Public

Wiggins Waterfront Park
Riverside Dr. & MLK Blvd.
Camden, NJ 08103
Contact: Edwin Martinez 609-220-7880

The Parada San Juan Bautista, present a grand slam parade concert featuring the hottest and most sensational artists and performers of the region. This concert has flourished into one of the major open-air Latin concerts in the region. The concert is more than music and food; it is the celebration of the Puerto Rican culture. The festival is a family event, providing a social atmosphere for families to mingle and dance in celebration.

Estimated Attendance: 10,000

2025 OPERATIONAL BUDGET

General Expenses - \$20,000

Fundraising - \$5,000

Public Relations - \$4,000

Scholarship Fund - \$12,000

Commemorative Mass - \$1,000

Flag Raising Ceremony - \$1,000

Distinguished Citizens Luncheon - \$5,000

Annual Banquet & Dinner Dance - \$7,000

Parade & Concert - \$40,000

TOTAL EXPENSES - \$95,000



2024 FINANCIAL SPONSORS

Diamond Level

Camden County Board of Commissioners
Falco, Caruso & Leonard Funeral Home

Bronze Level

Ralf's Plumbing
Debex Contractors

Platinum Level

City of Camden
Mega 105.7 FM
Camden Education Fund

Scholarship Fund Sponsors

Diamond Level

Camden Education Fund
Volunteers of America

Gold Level

TD Bank
Cooper University Hospital

Platinum Level

Law Offices of Charles N. Riley, LLC

Silver Level

The Michaels Organization
Camden Community Partnership
Shared Success Center
Heart of Camden
Old San Juan Restaurant
IATSE Local 8
Microsoft
Rutgers University-Camden
IBEW Local Union 351
Equipmentsshare, Inc.

Silver Level

Orlando Mercado
Respond, Inc.
South Jersey Media Account
Dwayne Williams

Bronze Level

Cordell Boyd
June G. Lattimore





PARADA SAN JUAN BAUTISTA, INC SPONSORSHIP LEVELS & BENEFITS



Benefits depend on your contribution, and we can tailor our packages to your marketing needs.

*For further discussion, contact **Felix Moulter** at (856) 979-6915.*

Diamond Partner Sponsor - \$10,000 & Above

- 68th Annual Gala Ad Book – **Two (2) full pages advertisement**
- **Ten (10)** reserved Gala tickets
- Employee **volunteer opportunities** are available at several events
- **Acknowledgement on stage** at all events
- **Speaking opportunity (3 mins)** at the Business & Professional Reception
- Your business has the **OPTION of a 10' x 8' vendor/marketing space** at the concert
- Waived registration fee to participate in the parade

Platinum Partner Sponsor - \$5,000

- 68th Annual Gala Ad Book – **One (1) full page advertisement**
- **Five (5)** reserved Gala tickets
- Employee **volunteer opportunities** are available at several events
- Your business has the **OPTION of a 10' x 8' vendor/marketing space** at the concert
- Waived registration fee to participate in the parade

Gold Partner Sponsor - \$3,000

- 68th Annual Gala Ad Book – **One (1) full-page advertisement**
- **Three (3)** reserved Gala tickets
- Employee **volunteer opportunities** are available at several events
- Waived registration fee to participate in the parade

Silver Partner Sponsor - \$1,500

- 68th Annual Gala Ad Book – **Half-page advertisement**
- **Two (2)** reserved Gala tickets
- Employee **volunteer opportunities** are available at several events

Bronze Partner Sponsor - \$500

- 68th Annual Gala Ad Book – **Quarter-page advertisement**





PARADA SAN JUAN BAUTISTA, INC SPONSORSHIP CONTRIBUTION FORM



Complete this form and return via email to felix.moulier@sjbp.org

Parada San Juan Bautista, Inc.
116 N. 2nd Street - Suite 108
Camden, New Jersey 08102

Attn: Felix Moulier

Name of Business: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

I would like to like to support the **Parada San Juan Bautista, Inc.** at the level indicated below:

CORPORATE SPONSOR LEVELS

_____	Diamond	\$10,000
_____	Platinum	\$5000
_____	Gold	\$3000
_____	Silver	\$1500
_____	Bronze	\$500

SCHOLARSHIP FUND CONTRIBUTION LEVELS

_____	Diamond	\$5000
_____	Platinum	\$1000
_____	Gold	\$500
_____	Silver	\$250
_____	Bronze	\$100

For more details contact **Felix Moulier** at **856-979-6915** or via email to felix.moulier@sjbp.org

Please make checks payable to:

Parada San Juan Bautista, Inc.

Donations can also be made via Zelle
search for kate@sjbp.org

Signature of Representative/Contact Person

Date



Thank You for Your Support!

Please come join us at our activities and events!



PUERTO RICO

NORTH ATLANTIC OCEAN



PARADA SAN JUAN BAUTISTA, INC.

P.O. BOX 2908

CAMDEN, NEW JERSEY 08101

(609) 206-5074

(856) 365-0880 Fax

www.sjbp.org

