



33rd Santacruzán & Street Fair 2011

Sunday, May 29 – Jersey City, NJ

“The Northeast's largest & longest running Santacruzán celebration.”

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Santacruzán Advisers:

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January 27, 2011

Dear Friends,

The Catholic Action of Mary (CAM) is the Filipino lay organization in the Parish of the Resurrection, Jersey City, NJ. It was originally started in 1978 as an organization at St. Mary's Church. In time, the Parish of the Resurrection was formed which grew to include the other sites of St. Michael, St. Peter and St. Bridget. Our mission is to educate our youth and community about our Filipino culture and heritage. CAM through its activities, has contributed the celebration of several Filipino traditions to the rich multi-ethnic fabric of the Parish of the Resurrection. CAM serves the community by raising funds for the parish.

On Sunday, May 29, 2011. CAM is celebrating its 33rd Year of Santacruzán in Jersey City. CAM in cooperation with PACCAL (Pan American Concerned Citizens Action League 501(c) 3) will be celebrating with the “Santacruzán Street Fair”, now in its 5th year. It will be an all day event complete with flea market type vendors, food concessions, booths for non-profit organizations, businesses, sponsors and all day games and activities for the children. It will be located on Second St. between Erie St. & Marin Blvd., Jersey City, NJ (10 am to 9 pm). The highlight of the day is the Religious Procession and the traditional celebration of the Santacruzán with the Hermanos & Hermanas Mayores, the Reyna Elenas and Sagalas. There will be a mass at St. Mary's Church, Second St. corner of Erie St., Jersey City at 2:30 pm and the procession follows immediately after the mass. On stage performances (12-2 pm & 5-8 pm) will feature local youth talents, live bands, performers, vocalists, cultural and modern dance troops.

We ask that your company consider sponsoring our event. CAM's Santacruzán in Jersey City is the largest and longest running celebration of this “Queen of Filipino Feasts” here in the Northeast. Jersey City has the largest concentration of Filipinos in the Tri-State area with over 20,000 Filipino residents. There are approximately 180,000 Filipinos in NY & NJ with 90,000 in each state. As a benefit of your sponsorship, we will ensure that your company name and brand will be highly visible by marketing to all these households. Your brand and company name will be prominently displayed on all printed materials (flyers, posters & newsletters) and attached to all invites and emails. It will also remain on our website for the entire year 2011. Press releases for the 33rd Santacruzán will be received by every major Filipino Media in the Tri-State. This yearly event is amongst the largest assembly of Filipinos of all ages, in the Northeast, USA. We anticipate 5,000 people to attend this year.

On behalf of the CAM, Parish of the Resurrection, and PACCAL, I would to thank you in advance for the consideration of our proposal. Please take the time to fill out and return the attached sponsor form. Contact me if you have any questions (917) 656-9443. Your generous donation will serve the community by preserving the celebration of one our oldest and beloved Filipino traditions.

Respectfully Yours,
Catholic Action of Mary

Joey Mayo
Street Fair Chairman Santacruzán 2011