



VIP Red Carpet Reception Exclusive Marketing Opportunity

PR Fiestas Patronales & Business Expo, Inc., in its 10th year will host its 2nd VIP/Red Carpet Reception: “Noche Borincana” on November 20th, 2010 from 7:00 pm to 12:00 am; in celebration of the official proclamation of Governor Charlie Crist naming November the official statewide “Puerto Rico Discovery Month”. The “Noche Borincana” VIP Reception will transport guests to the Enchanted Island of Puerto Rico through an extravagant decoration that will resemble the city of Old San Juan and its festive "Calle San Sebastian" one of a kind street party. The VIP designated area will be at our backstage street of the 10th Fiestas Patronales & Biz Expo which will become the "Calle San Sebastian", like in Old San Juan. Due to the amount of guest only 100 tickets will be sold to the public.

It will be a night where our most trusted business partners, sponsors, VIP's, celebrities, and community leaders will gather to celebrate Puerto Rican culture and heritage at its ultimate expression. Guests will dance the night away to the music of world renowned salsa band "To Be Announced" The event will give VIP guests a taste of Puerto Rican essence; from its Cuisine, Music, and its Arts that lend so much to the rich fabric of the Puerto Rican Culture, all while receiving VIP treatment and attention. The who's who of South Florida will attend, from Senators, Legislators, as well as, Grammy Award Winning Performers, Musicians, Artists, and Leaders of the business and community at large to experience it in a VIP style. Trendy Casual attire (Guayaberas and Jeans recommended)

Sponsorship will include:

- Be a presenting sponsor of the Red Carpet VIP Reception with exclusivity
- Logo placement at the Red Carpet backdrop walkway with exclusivity
- Have a 10x10ft exhibition area
- The opportunity to address the Red Carpet VIP Audience
- The opportunity to address the General Fiestas Patronales Audience (over 7,000)
- Up to two banners in the Red Carpet VIP reception area
- Unlimited Banners at the Fiestas Patronales event park
- Opportunity to give samples at the Red Carpet VIP Area
- Opportunity to do giveaways at the Red Carpet VIP Area
- Logo on email invitation
- Logo on email promotional flyer sent out to over 30,000 email addresses



- Sixty (60) second commercial to run all night at a 8x8ft screen at the VIP Reception Area

Web Site Presence

- Company to be highlighted on the Red Carpet VIP Reception Event page of the PRFiestas.com web site (will remain for one year)

Park Passes

Tickets

- 20 VIP/Red Carpet Event Passes

Added Value

- One-year membership to the PR Hisp Chamber of Commerce of Broward County
- Banner ad at one of the www.prchamber.com pages

Media Estimated Value **\$15,000.00**

Actual cost **\$ 6,500.00**

Terms & Conditions:

- 50% upon acceptance
- 50% by October 15, 2010