

November 11 thru 21, 2010



Event Location
10400 Pines Blvd
Pembroke Pines, FL 33024
Sponsor Application
954-559-5355

Business Name: _____ Contact Name: _____

Mailing Address: _____ City: _____ Zip Code: _____

Phone #: () _____ FAX: () _____

E-mail address _____ Web site _____

Description of Product or Service: _____

CATEGORIES

Payment

- Contributing Sponsor Opportunity @ \$2,500.00 each = \$
Supporting Sponsor Opportunity @ \$5,000.00 each = \$
Official Sponsor Opportunity @ \$12,000.00 each = \$
Gold Sponsor Opportunity @ \$20,000.00 each = \$
Platinum Marketing Opportunity @ \$30,000.00 each = \$
Discount for By \$

Deposit 50% \$

BALANCE DUE on or before October 15, 2010.

Subtotal: \$
\$

Cash / Check received \$ Total Payment Due: \$

NOTE: All vendors utilizing a 10 x10 tent must have a fire department approved fire extinguisher in the tent at all times

Name on Credit Card _____

Issued by _____ Visa _____ MasterCard _____ Discover _____ Amex

Credit card # _____ Expires _____ Sec Code _____

The undersigned Exhibitor/Applicant agree to indemnify and hold harmless the PRHCCBC, PR Fiestas Patronales, Inc., the City Pembroke Pines and all participating vendors, from and against any and all claims, damages, actions, judgments, decrees, penalties, and/or personal injury and or damages to property including attorney's fees, arising out of the undersigned's participation in this event, or from the use and occupancy by the undersigned Exhibitor/Applicant, it sub-exhibitors, employees, promoters, agents, guests, invitees, contractors, etc. of the space made available in this event. I have read and agree to all the Terms and Conditions outlined in the PR Fiestas Patronales Vendor Agreement and will comply with all the rules and regulations. I have received a copy of this Agreement.

Signature: _____

Date: _____

Make check payable to PP Fiestas Patronales and mail with application to:
7321 Taylor St Hollywood, FL 33024

- **Contributing Sponsor Marketing Opportunity**

- 10x10ft booth to market your products & services (10x10ft canopy, 1 - 6ft table, two chairs)
- Up to two banners throughout the park, except on the main stage and certain restricted areas (Banners provided by sponsor client)
- 20 General admission ticket
- 6 VIP Red Carpet Reception tickets
- Logo inclusion with link www.prfiestas.com sponsors page for one year

Cost \$2,500.00

- **Supporting Sponsor Marketing Opportunity**

- 10x10ft booth to market your products & services (10x10ft canopy, 1 - 6ft table, two chairs)
- Inclusion on Email campaign
- 40 General admission ticket
- 10 VIP Red Carpet Reception tickets
- Logo inclusion with link www.prfiestas.com sponsors page for one year
- Up to four banners throughout the park, except on the main stage and certain restricted areas (Banners provided by sponsor client)
- Live Stage Announcements

Cost \$5,000.00

- **Official Sponsor Marketing Opportunity**

- Exclusive Sponsor
- Inclusion on print campaign
- Inclusion on email campaign
- 10x10ft booth to market your products & services (10x10ft canopy, 1 - 6ft table, two chairs)
- 60 General admission ticket

- 20 VIP Red Carpet Reception tickets
- On Premises signage to include:
 - Logo inclusion on the two main stage side banners (6x24 ft)
 - Main Street Light Pole Banners (provided by Fiestas)
 - Unlimited banners throughout the park except on main stage and other restricted areas (banners provided by sponsor)
- Internet exposure
 - Logo inclusion with link at www.prfiestas.com sponsors page for one year
 - Company highlighted at www.prfiestas.com & www.prchamber.com
- Live Stage Announcements

Cost \$12,000.00

Gold Sponsor Marketing Opportunity

- Full rights to promotion & use Fiestas Patronales & Biz Expo as an advertising tool
- Unique signage opportunities (Banners provided by Fiestas Patronales)
- Hospitality Package - admission to all events
- Inclusion on print & radio campaign
- Inclusion on video commercial for PR Fiestas mass internet campaign to include YouTube, prfiestas.com, prchamber.com, MySpace, Facebook and other participating high traffic websites and Social Websites
- One 10x10" in a high traffic key location to include 10x10ft canopy, two chairs , one 6ft table
- Opportunity to address the audience
- Press release announcing the sponsorship to over 50,000 email addresses including the press
- Banner display, logo inclusion as a sponsor to all Pre-PR Fiestas events

Added Value

- First right of refusal for PR Fiestas Patronales & Biz Expo 2011

Cost \$20,000.00

- **Platinum Marketing Opportunity**

- **Gold Marketing Opportunity Package Plus**
- Inclusion on all internet, print, radio and TV campaign
- A 20x20ft space area located in a high traffic location to include 10x10ft canopy, two 6ft tables, 6 chairs, canopy lights & power
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- Company featured at www.prfiestas.com & www.prchamber.com for one year
- Significant Hospitality Package - Admission to all events
- Press release announcing the sponsorship to over 200,000 email addresses including the press
- Exclusive & Main Sponsor to all Pre-Fiestas Events

Cost \$ 30,000.00

Added Value

- First right of refusal for PR Fiestas Patronales & Biz Expo 2011
- Be a main sponsor of the VIP Red Carpet Reception (see VIP Sponsorship package Cost \$15,000)

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
- Up to two banners in the Red Carpet VIP reception area
- 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)

Added Value

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

Special packages can be tailored made and configured to specifics needs and goals to assure presence and exposure to the Hispanic Market.

Presenting Sponsorship Opportunity and Special Exclusivity are Negotiable.

For more information call Frank Nieves at 954-559-5355 or email to frank@prfiestas.com

Other marketing & participating opportunities

- Let Frank Nieves Productions put together a plan to highlight your booth or even create a special network reception to make your company outstand at the Fiestas Patronales 2010
- Be a concert sponsor - Our Green Concert Arena will bring various shows through the eleven days of this event. Our concerts will consist of National, World known and Grammy Winner performers from the Hispanic Industry
- T-Shirts for our Staff (beer stands, Cleaning Crew, Operations, Volunteers and Gates operators)
- Directional Signage, Main Street Light Poles, Parking Areas, Directional Signs, Main Entrances, Exits and others
- Distribute product samples, literature or paraphernalia

More:

Children's Play Area - Front Gate Sponsor-Law Enforcement Support- Volunteer Headquarters - Volunteer Food- Performers Hotel Accommodations - VIP Area Sponsorship - Sports Events and others