



**Event Location**  
10400 Pines Blvd (TBC)  
Pembroke Pines, FL 33026  
**Sponsor Application**  
**954-559-5355**  
[www.prfiestas.com](http://www.prfiestas.com)

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 \_\_\_\_\_ @ \$8,000.00 each = \$ \_\_\_\_\_
- Gold Sponsor Opportunity \_\_\_\_\_ @ \$12,000.00 each = \$ \_\_\_\_\_
- Other Sponsorship Opportunity \_\_\_\_\_ @\$ \_\_\_\_\_ each = \$ \_\_\_\_\_
- Discount for \_\_\_\_\_ By \_\_\_\_\_ \$ \_\_\_\_\_

1<sup>st</sup> Deposit 25% \$ \_\_\_\_\_

2<sup>nd</sup> Deposit within 90 days \$ \_\_\_\_\_

**BALANCE DUE on or before October 15, 2011.**

Subtotal: \$ \_\_\_\_\_

\$ \_\_\_\_\_

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

**NOTE: City requires all vendors utilizing a 10 x10 canopy 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 My First Horizon, 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 **My First Horizon** and mail with application to:  
**7270 McArthur Pkwy 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)
- 10 General Park Admission tickets
- 4 VIP Red Carpet Reception tickets
- Logo inclusion with link at [www.prfiestas.com](http://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
- 20 General Park Admission tickets
- 8 VIP Red Carpet Reception tickets
- Logo inclusion with link at [www.prfiestas.com](http://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)
- Live Stage Announcements

**Cost \$5,000.00**

- **Official Sponsor Marketing Opportunity**

- Exclusive Sponsor
- Inclusion on print campaign
- Inclusion on email campaign
- 10x10ft booth in a high traffic location to include one 10x10ft canopy, 1 - 6ft table and two chairs
- 30 General Park Admission tickets
- 10 VIP Red Carpet Reception tickets
- On Premises signage to include:
  - Logo inclusion on the two main stage side banners (6x24 ft)
  - 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](http://www.prfiestas.com) sponsors page for one year

- Company highlighted at [www.prfiestas.com](http://www.prfiestas.com) & [www.prchamber.com](http://www.prchamber.com)
- Live Stage Announcements

**Cost \$8,000.00**

• **Gold Sponsor Marketing Opportunity**

- Full rights to promotion & use Fiestas Patronales & Biz Expo logo as an advertising tool
- Unique signage opportunities (Banners provided by Fiestas Patronales)
- Hospitality Package - admission to all events
- Inclusion on print & radio campaign
- Logo inclusion on Social Networking campaign to include YouTube, prfiestas.com, prchamber.com, MySpace, Facebook Tweeter 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 \$12,000.00**

**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 10<sup>th</sup> anniversary and after a huge success on 2009 will host its 2<sup>nd</sup> **VIP/Red Carpet Reception: "Noche Borincana"** on November 20<sup>th</sup>, 2010 from 7:00pm to 12:00am, 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 world, known as “Fiestas de la Calle San Sebastian”, a one of a kind street party. This year in a new location and with a real street to work with it will bring this so famous street party to Florida

The VIP designated area will include backstage of the 10<sup>th</sup> Puerto Rican Fiestas Patronales, and will be by invitation only. It will be a night where our most trusted business partners, VIP's, celebrities, and community leaders will gather to celebrate the Puerto Rican culture and heritage. Guests will dance the night away to the music of **World Renowned Fania All Star Salsa Singer “Ismael Miranda”**, among other surprises.

The casual atmosphere of this professional event will give VIP guests a taste of Puerto Rican essence, including its cuisine, music, and arts, that lend so much to the rich fabric of the Puerto Rican culture, all while receiving VIP elite attention. The Who’s Who of South Florida will attend, from senators, Legislators, Sports Stars, Grammy Award Winning Performers and Leaders of the business & community at large all in a Trendy Casual attire.

**Sponsorship will include:**

- Be a presenting sponsor of the Red Carpet VIP Reception 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 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](http://www.prchamber.com) for one year

Special packages can be tailored made and configured to specific 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](mailto:frank@prfiestas.com)

**Other marketing & participating opportunities**

- Let Fiestas Patronales put together a plan to highlight your booth or even create a special network reception to make your company stand out at the Fiestas Patronales 2011
- Be a concert sponsor to any or 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, 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