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The Complete Solution to Access the Hispanic Market in Broward County



An All Year Promotional Alternative

A Frank Nieves Production

# Our Missions

- **PR Chamber Mission**

To improve and expand the relationship between Large and Small Businesses, while interacting and having knowledge of each others products and services. To expand our members business opportunities to County, Puerto Rico, nationwide and other counties in Florida Hispanic communities. To create better and new ways how to bring together the businesses and the community in South Florida.

- **My First horizon Mission**

My First Horizon is a not-for-profit organization dedicated to provide quality residential placement and advocate safety, dignity, independence and civil rights for individuals with developmental disabilities. My First Horizon Group Home Inc. is committed to helping these people to live, work and enjoy the leisure activities that help integrate them to the community and achieve their personal goals

- **PR Fiestas Patronales Mission**

The mission of the PR Fiestas is to enhance the Hispanic Community image by producing unique, quality events that reflect the Hispanic culture. PR Fiestas enables our Hispanic community to locate resources, products and services, meet community leaders, help our business community, and educate our youth while helping to preserve our Hispanic culture

# PR/H Chamber Strength Established in 2000

- Strong alliances
  - Florida Hispanic Chamber
  - International Business Council of Florida
  - PR Fiestas Patronales
  - Portada Magazine
  - In Focus Magazine
  - Hispanic BAR Association
  - Hispanic Unity
  - Florida Regional Minority Business Council
  - Others
- The second largest Hispanic Chamber/Group in Broward County
- A website that receives over 17,000 visitors per year (over 700,000 hits/year)
- Data base to exceed over 20,000 email address
- Creates over 15 well attended events a year
- Political Empowerment

# PR Fiestas Patronales Strengths Established in 2001

- A mature & proven successful event
- Over 20,000 attendees/year
- The largest Hispanic event in Broward County & the largest Puerto Rican Event in Florida
- A data base of over 30,000 email addresses
- Political empowerment
- Community awareness
- Branding
- A website that receives over 45,000 visitors per year (2.2 Million Hits/Year)

# Websites Traffic

PR Chamberonline.com

2007

Visits 17,336/Hits 704,895

2006

Visits 17,519/Hits 733,457

2005

No Records

PR Fiestas.com

2007

Visits 45,134/Hits 2.210 M

2006

Visits 44,272/Hits 2.028 M

2005

Visits 27,829/Hits 1.385 M

# You membership includes

If your sponsorship or booth purchase includes a chamber membership, these are the benefits

## Chamber

- One year membership as a business partner
- One framed certificate to be displayed at business
- 20% discount to any purchase of ad/banner/newsletter or advertising from PR/H Chamber website/paraphernalia
- 20% discount to any sponsorship opportunity at any PR/H Chamber event
- Be listed on the chamber website business directory by category to include link/tel # and more
- Be listed at the chamber website discount membership only page with link (must provide discount to members)
- One exhibition table at all monthly business card exchange
- The opportunity to be a host to an event at their business facility (condition & restrictions apply)
- Name highlighted at one monthly PR/H Monthly newsletter send out to over 15,000 email addresses

## PR Fiestas

- One year membership as a business partner to PR Fiestas Business Club
- 20% discount to any purchase of ad/banner/newsletter or advertising by PR Fiestas website/paraphernalia
- 20% discount to any sponsorship opportunity to any PR Fiestas event
- Be listed on the PR Fiestas website business directory by category to include link/tel # and more
- Be listed at the discount membership only page with link at the PR Fiestas website (must provide discount to members)
- Name highlighted at one monthly PR Fiestas newsletter send out to over 20,000 email addresses

# Working Together Means

- Events will be tailor to Biz & Consumers
- Events will be advertised to the businesses and consumers community
- Advertise events on both website  
PRChamber.com & PRFiestas.com
- Listed at booth website business directory
- We put the buying and advertising power to work for you
- Both Organizations will have presence in our community at Biz Expo's, Festivals, Biz & Community Events, etc

## Other events we are working on and that you will have access to in 2008

- 10 business card exchanges, January thru June and August thru November
- Golf Tournament (tentatively in November)
- Four business expos, April, June, September and November
- One yearly sponsors, members & family only picnic
- Yearly Three King Day Family Fest