



March 28, 2010

**Sponsorship Opportunity
To benefit Hispanic Unity of Florida**

Event Description:

The Maroone HispanicFest, organized by Hispanic Unity, is a cultural heritage festival celebrating Hispanic art, food, music and traditions. It is Broward County's longest-running Hispanic festival with delectable Latin foods, live music, dancing and arts & crafts. Experience live performance by some of the top Latin artists, folkloric dance groups, learn to dance to salsa, merengue and Latin pop music, enjoy Latin food, arts & crafts, children's entertainment, activities and much more. With over 15,000 attendees, it offers an excellent opportunity for sponsors to develop stronger relations with customers, both existing and potential ones by showcasing services and products and enhancing visibility and image.

About Hispanic Unity of Florida:

Hispanic Unity, a 501(C) 3 non-profit organization, was originally founded 27 years ago by community leaders to ease the acculturation transition for newcomers from other nations. Today this nonprofit provides 25 programs, in four languages, to Broward's diverse community. Hispanic Unity remains the county's largest agency dedicated to the immigrant population, providing them with the tools they need to build a new life. In 2008, the agency served 25,000 clients, from infants to seniors. The agency offers assistance in eight Broward County sites.

Mission Statement:

Empowering Hispanics and other members of the community to become self-sufficient and lead productive lives.

Event Details:

When: 12 p.m.-9:00 p.m. Sunday, March 28, 2010
Location: Pines Recreation Center (next to BCC South Campus)
7400 Hollywood/Pines Blvd. Pembroke Pines, FL 33024
Admission: \$5, Children 12 and under FREE
Attendance: 15,000+ (expected attendance in 2010)
Media Partners: \$500,000+ in TV, radio & print promotions
Audience: Hispanic- 80%, other ethnicities – 20%

Past Performers:

Jerry Rivera, Checo Acosta, El Gran Combo, Jorge Celedón, NG², Tobi Love, Lefty Perez, Jay Losada, Tito Puente, Victor Manuel, La India, Juanes, Elvis Crespo and many more.

Sponsorship Opportunities

The Maroone HispanicFest is a proven effective way to reach the Hispanic audience. The festival offers:

- **Direct marketing through product/service distribution**
- **Boosting profits as well as establishing goodwill**
- **Strengthen your brand within the community**
- **Differentiate your company from competitors**
- **Increase both short-term and long-term sales.**

Because we understand that you have specific corporate objectives, we offer a variety of opportunities that can be tailored for your company's needs.

Sponsorships

Title Sponsorship*	\$60,000	Maroone
Presenting Sponsorship	\$45,000	
Main Stage	\$30,000	
Food Court	\$25,000	
Health Pavilion	\$25,000	
Kids Zone*	\$20,000	Winn-Dixie
VIP Hospitality Village	\$14,000	
Official Partner Designation	\$7,500	
Parking Sponsor	\$7,500	

***No longer Available as of December 10, 2009**

Other sponsorships available:

- Artists presentation \$15,000
- Concierge Desk * \$2,500
- Program Sponsor \$4,500
- T-shirts \$3,500
- Exclusive Festival Sun Note in Sun Sentinel & el Sentinel \$10,000

For Information contact:

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Hispanic Unity of Florida
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*** Title Sponsorship**

\$60,000

Link your brand to an extraordinary event marketing and media campaign directed at South Florida's Hispanic community. Receive title-naming rights to the most popular community festival with proven attendance, national entertainers and a worthy charitable cause.

- **Exclusivity & Naming Rights.** As title sponsor you receive product/service exclusivity and naming rights to the Maroone HispanicFest. No competitive brand will be associated with the Maroone HispanicFest within your industry category.
- **Media Recognition.** Prominent recognition of your brand in the television, radio and print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper.
- **Marketing Recognition.** Your brand is prominently linked to the name of the festival in the event media and marketing campaign to include 10,000 festival brochures, 5,000 festival flyers and 500 festival posters.
- **Website Recognition.** Prominent logo placement of your brand on the Maroone HispanicFest website. Sponsors Logo will link from the festival website to sponsor's website.
- **Marketing Display & Sales Booth.** Receive a prominent location at Maroone HispanicFest. The ideal venue for your sales and marketing staff to interact with festival goers. Hispanic Unity will provide 10 x 10 canopy with lights, tables and chairs.
- **Signage at Event.** Receive the right to display up to 20 banners on the festival grounds. Title sponsor banners prominently displayed at the festival entrance and exit.
- **Stage Exposure.** Recognition by stage emcees as the title sponsor at the event. Minimum of 15 mentions.
- **Hospitality.** Receive 40 VIP passes to the event hospitality village and 40 festival admission passes for your clients and employees.

* **NOTE:** This Sponsorship level is no longer available. The title sponsor is Autonation /Maroone.

Presenting Sponsorship

\$45,000

Associate your corporate brand to Broward's most prominent Hispanic event as a presenting sponsor. This sponsorship prominently links your corporate brand and logo to a multi-media festival marketing campaign and sends a strong signal that you support South Florida's Hispanic community.



- **Exclusivity & Presenting Rights.** As presenting sponsor you receive exclusivity within your industry. No other brand in your industry will be associated with the Maroone HispanicFest.
- **Media Recognition.** Recognition of your brand as a presenting sponsor of Maroone HispanicFest in the television, radio and print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper.
- **Marketing Recognition.** Prominent logo placement as presenting sponsor of Maroone HispanicFest in the event marketing campaign to include 10,000 festival brochures, 5,000 festival flyers and 500 festival posters.
- **Website Recognition.** Prominent logo placement of your brand on the Maroone HispanicFest website. Sponsors Logo will link from the festival website to sponsor's website.
- **Marketing Display & Sales Booth.** Receive a prominent location at Maroone HispanicFest. The ideal venue for your sales and marketing staff to interact with festival attendees goes. Event will provide 10 x 10 canopy with lights, tables and chairs.
- **Signage at Event.** Rights to display up to 12 banners on the festival grounds. Rights to display at the entrance and exit.
- **Stage Exposure.** Stage emcees shall recognize you as the presenting sponsor at the event. Minimum of 10 mentions.
- **Hospitality.** Receive 30 VIP passes to the event hospitality village and 30 festival admission passes for your clients and employees.

Main Stage

\$30,000

The Main Stage is the epicenter of the Maroone HispanicFest affording you extraordinary onsite presence. National performers draw tens of thousands of people to this annual event. As sponsor of the festival's Main Stage your branding opportunity will be prevalent and your support of the Hispanic community will be highly visible.

- **Exclusivity.** As Main Stage sponsor you receive exclusivity within your industry category. No other brand in your industry will be associated with the Maroone HispanicFest.
- **Naming Rights to Main Stage.** Receive naming rights to the Main Stage immediately linking your brand to high quality, nationally recognized entertainment.
- **Signage Rights on the Main Stage.** Receive extraordinary onsite recognition at the Maroone HispanicFest with your logo brand signage visibly displayed on the Main Stage.
- **Media Recognition.** Recognition of your brand in the radio and print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper.
- **Marketing Recognition.** Logo brand placement as Main Stage sponsor of the Maroone HispanicFest in the event marketing campaign to include 10,000 festival brochures, 5,000 flyers and 500 posters.
- **Website Recognition.** Logo brand placement as the Main Stage sponsor on the Maroone HispanicFest website. Sponsors Logo will link from the festival website to sponsor's website.
- **Marketing Display & Sales Booth.** Receive a great location at the Maroone HispanicFest. The ideal venue for your sales and marketing staff to interact with festival goers. Event will provide 10 x 10 canopy with lights, tables and chairs.
- **Signage at Event.** Rights to display up to 10 banners on the festival grounds. Rights to display at the entrance and exit.
- **Stage Exposure.** Stage emcees shall recognize you as the Main Stage sponsor at the event. Minimum of 10 mentions.
- **Hospitality.** Receive 20 VIP passes to the event hospitality village and 20 festival admission passes for your clients and employees.



Food Court Sponsorship

\$25,000

This sponsorship level presents the festival's food court. You will brand your company within the area designated for the various food vendors.

- **Exclusivity.** As the Food Court sponsor you receive exclusivity within your industry category at this sponsorship level.
- **Signage Rights as the Food Court Sponsor.** Highly visible onsite recognition at the Maroone HispanicFest with your logo, brand signage visibly displayed throughout the festival grounds with saturation in the area designated for food vendors.
- **Media Recognition.** Recognition of your brand as the Official Food Court Sponsors of the Maroone HispanicFest in print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper and logo brand identification in the print advertising campaign.
- **Marketing Recognition.** Logo brand identification in the event marketing campaign to include 10,000 festival brochures, 5,000 flyers and 500 posters.
- **Website Recognition.** Logo brand identification on the Maroone HispanicFest page in the Hispanic Unity website. Sponsors Logo will link from the festival website to sponsor's website.
- **Marketing Display & Sales Booth.** Receive a great location at the Maroone HispanicFest. The ideal venue for your sales and marketing staff to interact with festival goers. Event will provide 10 x 10 canopy with lights, tables and chairs.
- **Stage Exposure.** Stage emcees shall recognize you as the Heritage Stage sponsor at the event. Minimum of eight mentions.
- **Signage at Event.** Rights to display up to 8 banners on the festival grounds.
- **Hospitality.** Receive 15 VIP passes to the event hospitality village and 15 festival admission passes for your clients and employees.

Health Pavilion

\$25,000

Associate your brand to one of the festival's most popular experiential attractions, the pavilion will feature interactive performances by ZUMBA & SALSA instructors where the public will be able to participate. As title sponsor of the festival's Health Pavilion you associate your brand to promoting fitness, well being and a healthy lifestyle.

- **Exclusivity.** As the Health Pavilion sponsor you receive exclusivity within your industry category at this sponsorship level.
- **Naming Rights to Health Pavilion.** Receive naming rights to the Heritage Stage immediately linking your brand to Hispanic culture.
- **Signage Rights on the Health Pavilion.** Highly visible onsite recognition at the Maroone HispanicFest with your logo brand signage visibly displayed on the Heritage Stage.
- **Media Recognition.** Recognition of your brand in the print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper.
- **Marketing Recognition.** Logo brand identification in the event marketing campaign to include 10,000 festival brochures, 5,000 flyers and 500 posters.
- **Website Recognition.** Logo brand identification on the Maroone HispanicFest website. Sponsors Logo will link from the festival website to sponsor's website.
- **Marketing Display & Sales Booth.** Receive a great location at the Maroone HispanicFest. The ideal venue for your sales and marketing staff to interact with festival goers. Event will provide 10 x 10 canopy with lights, tables and chairs.
- **Signage at Event.** Rights to display up to 8 banners on the festival grounds.
- **Stage Exposure.** Stage emcees shall recognize you as the Heritage Stage sponsor at the event. Minimum of eight mentions.
- **Hospitality.** Receive 15 VIP passes to the event hospitality village and 15 festival admission passes for your clients and employees.



el sabor de tu país.

Kids Zone

\$20,000

The festival's Kids Zone provides festival children the opportunity to be a family and fun environment. The Kids Zone features a petting zoo, bounce houses, face painting, karaoke stage and other interactive entertainment. As sponsor of this fun area, you receive naming rights to the Zone and endless family target marketing and branding opportunities.

- **Exclusivity.** As the Kids Zone sponsor you receive exclusivity within your industry category at this sponsorship level.
- **Naming Rights to the Kids Zone.** Receive naming rights to the Kids Zone an excellent opportunity to introduce people to your brand and develop and solidify business relationships.
- **Signage Rights in the Kids Zone.** Highly visible onsite recognition at the Maroone HispanicFest with your logo brand signage visibly displayed throughout the Kids Zone.
- **Media Recognition.** Logo brand identification in the print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper.
- **Marketing Recognition.** Logo brand identification in the event marketing campaign to include 10,000 festival brochures, 5,000 flyers and 500 posters.
- **Website Recognition.** Logo brand identification on the Maroone HispanicFest website. Sponsors Logo will link from the festival website to sponsor's website.
- **Marketing Display & Sales Booth.** Receive a great location at the Maroone HispanicFest. The ideal venue for your sales and marketing staff to interact with festival goers. Event will provide 10 x 10 canopy with lights, tables and chairs.
- **Signage at Event.** Rights to display up to 6 banners on the festival grounds.
- **Hospitality.** Receive 10 VIP passes to the event hospitality village and 10 festival admission passes for your clients and employees.

VIP Hospitality Village

\$14,000

The festival's Hospitality Village provides festival sponsors and dignitaries the opportunity to mix and mingle in a relaxed environment. The Hospitality Village features a complimentary bar and other sponsor amenities. As sponsor of this prestigious area, you receive naming rights to the Village and endless opportunities for business-to-business networking.

- **Exclusivity.** As the Hospitality Village sponsor you receive exclusivity within your industry category at this sponsorship level.
- **Naming Rights to the Hospitality Village.** Receive naming rights to the Hospitality Village an excellent opportunity to introduce people to your brand and develop and solidify business relationships.
- **Signage Rights in the Hospitality Village.** Highly visible onsite recognition at the Maroone HispanicFest with your logo brand signage visibly displayed at the Hospitality Village.
- **Media Recognition.** Logo brand identification in the print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper.
- **Marketing Recognition.** Logo brand identification in the event marketing campaign to include 10,000 festival brochures, 5,000 flyers and 500 posters.
- **Website Recognition.** Logo brand identification on the Maroone HispanicFest website. Sponsors Logo will link from the festival website to sponsor's website.
- **Marketing Display & Sales Booth.** Receive a great location at Maroone HispanicFest. The ideal venue for your sales and marketing staff to interact with festival goers. Event will provide 10 x 10 canopy with lights, tables and chairs.
- **Signage at Event.** Rights to display up to 4 banners on the festival grounds.
- **Hospitality.** Receive 10 VIP passes to the event hospitality village and 10 festival admission passes for your clients and employees.

Official Maroone HispanicFest Partner

\$7,500

Promote your corporate brand at Broward's most prominent Hispanic event as an official partner. This sponsorship sends a strong signal that you support South Florida's Hispanic community.

- **Media Recognition.** Logo inclusion in the print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper.
- **Marketing Recognition.** Logo inclusion in the event marketing campaign to include 10,000 festival brochures, 5,000 flyers and 500 posters.
- **Website Recognition.** Logo inclusion the Maroone HispanicFest website. Your logo will link from the festival site to sponsor's website.
- **Marketing Display & Sales Booth.** Receive complimentary booth space at Maroone HispanicFest. The ideal venue for your sales and marketing staff to interact with festival goers. Event will provide one 10 x 10 canopy with lights, tables and chairs.
- **Signage at Event.** Rights to display up to 2 banners on the festival grounds.
- **Hospitality.** Receive 4 VIP passes to the event hospitality village and 4 festival admission passes for your clients and employees.

Official Parking Partner

\$7,500

Promote your corporate brand at Broward's most prominent Hispanic event as an official parking partner. This sponsorship sends a strong signal that you support South Florida's Hispanic community.

- **Media Recognition.** Logo inclusion in the print advertising campaign. This includes over \$50,000 promotional advertising in area major print media newspaper.
- **Marketing Recognition.** Logo inclusion in the event marketing campaign to include 10,000 festival brochures, 5,000 flyers and 500 posters.
- **Website Recognition.** Logo inclusion the Maroone HispanicFest website. Your logo will link from the festival site to sponsor's website.
- **Unique Branding Opportunity.** All parking staff and attendants will wear your company's T-Shirt designed exclusively to promote and brand your company.
- **Signage at Event.** Rights to display up to 2 banners on the festival grounds.
- **Hospitality.** Receive 4 VIP passes to the event hospitality village and 4 festival admission passes for your clients and employees.



MEDIA CAMPAIGN

Television

- Univision Channel 23 – 40 spots
- Telefutura - 40 spots
- WSVN Channel 7 - 40 spots
- Comcast – 1 interview airing 3 times a day for 30 days

Radio

- Caracol – provided 5 day promotion and 1 personal interview valued at \$1,500
- La Kalle 98.3 – Two weeks air campaign and giveaways valued at \$5,000
- La Mega 94.9 – One month of air promo, giveaways, online calendar, contest and streamline valued \$8,000

Print

- Sun-Sentinel and el Sentinel advertising valued at \$50,000
- Sun-Sentinel Society cover and inside spread for Hispanic Fest valued at \$50,000
- El Sentinel –featuring main artist as headliner for the MHF
- El Sentinel – featuring major sponsors on Society publication
- El Venezolano– Full page ad
- El Colusa -1/2 page ad
- Portada Magazine
- En USA publication

Flyer and Poster Distribution

- 15,000 flyers distributed throughout Dade and Broward Counties
- 500 festival posters displayed at local businesses throughout Dade and Broward Counties

On-line – Emails, Calendar Announcements and web banner:

- Mega 94.9.com– Email blast to 25,000+
- Announcements to facebook and twitter fans
- E-mail blast to over 5,000 people
- Dedicated website – www.hispanicfest.org
- The Florida Arts & Cultural Affairs website and Broward County Arts & Culture calendar website
- The Miramar/ Pembroke Pines Chamber of Commerce
- univisionradio.com
- Megamix.com

TOTAL VALUE: \$500,000 (+)

2009 Sponsors & Performers

Benefiting Hispanic Unity of Florida

The **Maroono** 
Hispanic Fest  
 SunSentinel  elSentinel



Grammy & Latin Grammy Award Winner
Elvis Crespo

Angel y Khriz

Fanny Lu

Sunday, March 29 • 12pm to 11pm

7400 Pines Blvd, Pembroke Pines

For tickets and event information call (954) 987-2665

General Admission: \$5 - Children 12 & under free

Arts and crafts • Salsa classes • Delicious latin food • Live salsa, merengue and pop music • Kids activities • And much more



Bachaco

Arenzul

Claudia Diaz

Jean

Local 34

Las Caprice

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