

Boricua Festival Committee, Inc.

Presents...

Salsa at the Waterfront 2010



Saturday June 26, 2010

Sunset Park Waterfront

Brooklyn, New York

December 1, 2009

Dear Friends:

The Boricua Festival Committee, Inc (BFC) is proud to announce that it will be hosting its annual “**Salsa at the Waterfront**” festival on Saturday, June 26, 2010 at the 58th Street Pier located at First Avenue and 58th Street from noon to 7 pm.

Since 1996, the BFC has collaborated with local community based organizations and elected officials to promote Puerto Rican culture in the Borough of Brooklyn and throughout the City of New York. Now in its 13th year the Boricua Festival is a premier musical event that continues to see much success year after year. The festival showcases Puerto Rican culture and features a wide range of artists including well-known internationally acclaimed artists, as well as community-based performers. Prior musical artists include Gilberto Santa Rosa, La India, “El Gallo Salsero” Tito Rojas, Viento De Agua, Sonora Poncena, the late Joe Cuba and many more. The event will also feature a culturally relevant marketplace with vendors offering food and refreshments. In keeping with Puerto Rican Culture, local artists will be present at the Cultural Corner displaying their paintings, sculpture and many other fabulous works of art.

To ensure the success of this event, partnerships, financial support and key stakeholder’s involvement are very important. We therefore take great pleasure to invite you to be part of this prestigious event and present a table of opportunities that may assist you to support this wonderful event.

We shall be grateful if you could take a few minutes of your time to look at the sponsorship opportunities enclosed and generously support this unique and vital cultural festival. We look forward to discussing the partnership opportunities between your company, other stakeholders and the Boricua Festival Committee. If you have any questions I may be reached at 718-492-7129 or via email at boricupat@live.com.

Yours sincerely,

Patricia Ruiz
President

Festival Sponsorship Has Its Privileges & Benefits

Benefits of Sponsorship

- ENHANCE YOUR COMPANY NAME RECOGNITION AND GROW BRAND AWARENESS
- CONNECT TO THE COMMUNITY... “consumers like to see business involved in outside events”
- DIRECT PRODUCT SALES & SAMPLING OPPORTUNITIES
- HOSPITALITY TICKET PACKAGES... thank customers and reward employees using festival VIP tickets

Types of Sponsorships

- COMPREHENSIVE MARKETING PACKAGES: 3 tiers; Bronze, Silver and Gold starting at \$1,000
- CUSTOMIZED MARKETING PACKAGES: sponsorship packages tailored to meet your unique needs using powerful marketing resources
- ITEM SPONSOR: underwrite an entertainer, dance group, children’s activity or item of infrastructure. Many choices in a full range of affordable prices
- IN-KIND SPONSOR: have a product or service we use? Let’s talk.

Attendance Statistics

Attendees Travel from:

Throughout Brooklyn, adjoining boroughs, and the Tri-State area

Attendance Numbers

4,000 – 10,000 attendees

Attendee Types & Lifestyles

Latino Couples & Young Adults ages 21-35 years old

Families with children

Active Seniors

2010 Sponsorship Levels

GOLD SPONSOR \$5,000

- **Company logo will appear predominately on all pre and post event publications: mailing to Boricua Festival friends and supporters, brochures, posters and flyers**
- **Company banner displayed on stage**
- **Link from www.boricuafestival.com**
- **Receive continuous recognition by MC throughout event**
- **Opportunity to speak on stage during opening ceremonies in front of this year's estimated 10,000 participants.**
- **A dedicated 10X10 booth space at the festival for product display & sampling.**
- **15 VIP seats at the concert**

SILVER SPONSOR \$3,000

- **Company logo will appear predominately on all pre and post event publications: mailing to Boricua Festival friends and supporters, brochures, posters and flyers**
- **Link from www.boricuafestival.com**
- **Receive continuous recognition by MC throughout event**
- **10 VIP seats at the concert**

BRONZE SPONSOR \$1,000

- **Link from www.boricuafestival.com**
- **Company banner displayed on day of event**
- **Receive 5 VIP seats at the concert**