



Hispanic American Club of Palm Coast

**2009 Annual Hispanic Heritage Festival of Palm Coast
Celebrating "22 years working in our community"**

ADVERTISEMENT LETTER

It is with great enthusiasm that we notify the community about the annual **Hispanic Heritage Festival of Palm Coast (HHFPC)**, Sponsored by the "**Hispanic American Club of Palm Coast**" (HAC). It's celebrated annually in the **month of October**. This year it takes place on **Friday, Saturday & Sunday, October 2, 3 & 4 2009** at the Palm Coast Town Center on SR 100 in the City of Palm Coast, Florida. The HHFPC is an integral part of the **Hispanic Heritage Month** and as always admission is FREE for the community!!

This grand event has become a tradition in Palm Coast and it is considered the **BIGGEST HISPANIC EVENT** in the area. It has significantly grown in attendance and success since 2006. About 10,000 people attended our last Festival celebration. The HHFPC has always been characterized as a family-oriented, cultural and educational event. It showcases a mosaic of the very best of the Latin-American rhythms and dances, arts and crafts, painters, exhibits, kiddie rides, and the flavors and aromas of ethnic and international cuisine with a firm goal to provide a weekend of activities, socialization and enjoyment for the residents of Flagler County and neighboring Counties (Volusia, St. Johns, Duval and Putnam) as well as fund raiser. We will also be promoting the event in the Orlando and Ocala areas as to reach out to a larger Hispanic Community this year.

It is evident that Hispanic Americans have enormous purchasing power that no company or business should take for granted. Demographics demonstrate that Hispanics have become the largest minority group in Flagler, Volusia, St. John and neighboring counties. Statistics demonstrate that the Hispanics buying power in Florida alone represents over \$65 billion and that this trend continues to grow. Also recently the **U. S. Census Bureau** released their annual estimate of metropolitan growth and Palm Coast, Florida ranked number one in percentage population growth for the period July 1, 2006 to July 1, 2007 (7.2%). More impressively, it also ranked number one for the 2000 – 2005 period with a growth rate of 77.4%.

These demographics make our market the most desirable for all size companies and businesses wanting to expand their market share and generate added revenues. To tap into this important segment of our population, marketers must know how to reach the Hispanic consumers in market-specific, culturally appropriate ways.

The Hispanic Heritage Festival of Palm Coast is a great promotional opportunity to reach this segment of our population in the most cost effective way. Isn't this the BEST reason to participate in this unique event that will attract thousands of people of all ages? It will certainly be a "win-win" situation.

We encourage you to submit your application for an ad in our program booklet to be given out FREE at the HHFPC as soon as possible since pages for this book are limited and are assigned as we receive payment. **Sizes and prices and application are included on a separate page.** Looking forward to your participation in this grand Festival. Thank you for your support and consideration.

Sincerely,

Ramón L. Marrero, Chairperson

2009 Annual Hispanic Heritage Festival of Palm Coast

HAC/HHFPC

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Sizes & Prices:

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