



## Hispanic American Club of Palm Coast

2009 Annual Hispanic Heritage Festival of Palm Coast  
Celebrating "22 Years serving our community"

### SPONSORSHIP LETTER

CH14590

It is with great enthusiasm that we notify the community about the **2009 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, kiddy 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 last year 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.

#### There are four (4) levels of Sponsorship Available:

All Sponsorships will be acknowledged in our Event Program Book that will be distributed at the HHFPC. Depending on level of sponsorship (see level of Sponsorship for details) other acknowledgement may also be included in our marketing program such as Flyers, Posters, Television or Radio Broadcast, News Releases and the HAC/HHFPC Web Sites. In addition there will be designated spaces for your representatives to display or distribute promotional materials, if you choose to do so. **These benefits are only for full paying Sponsors.**

### **Platinum Level:**

10' x 20' Space with tent, 4 tables, 8 chairs, 2 page center fold Ad (Color) in Program Book, 400 Program books, acknowledgement on Television or Radio Broadcast and Stage area assigned for Promo.

### **Diamond Level:**

10' x 20' Space with tent, 3 tables, 6 chairs, 2 Full Page Ads (Color) in Program Book, 300 Program books, acknowledgement on Television or Radio Broadcast and Stage area assigned for Promo.

### **Gold Level:**

10' x 20' Space with tent, 2 tables, 4 chairs and 1 Full Page Ad (Color) in Program Book, 200 Program books, acknowledgement on Television or Radio Broadcast, and Stage area assigned for Promo.

### **Silver Level:**

10' x 10' Space with tent, 1 table, 2 chairs, Half Page Ad (Color) in Program Book, acknowledgement on all written advertisement and 100 Program books.

### **Bronze Level: (This level is only for small self employed business)**

10' x 10' Space with tent, 1 table, 2 chairs, Quarter Page Ad (B&W) in Program Book, acknowledgement on all written advertisement and 50 Program books.

**SO DO NOT WAIT!!!** We encourage you to submit the enclosed application form and join us in **Celebrating "Our Hispanic Culture" in The 2009 Annual Hispanic Heritage Festival of Palm Coast.** We look forward to your participation in this grand Festival. If you have any questions please feel free to call me. Thank you for your support and consideration.

Kind Regards,

**Ramón L. Marrero, Chairperson**

**2009 Annual Hispanic Heritage Festival of Palm Coast**

**HAC/HHFPC**

P.O. Box 353547, Palm Coast, FL. 32137

Email: [hhfpc@cfl.rr.com](mailto:hhfpc@cfl.rr.com) Fax: 1-(509) 357- 4657

### **Documents available upon request:**

- Letter from the Mayor of the City of Palm Coast, Mayor Jon Netts.
- Incorporation Certificate (N42490) from the State of Florida, Dept. of State.
- FL. Dept of Agriculture & Consumer Services – Letter certifying Club registration requirement compliance with the “Chapter 496, Florida Statutes, the Solicitation of Contributions Act”

**CH14590 – “A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION FROM THE STATE”**

- IRS (501) (c) (7) Non-Tax certification letter (Non-Profit Organizations).
- State Farm Certificate of Insurance Policy Number 98-GM-8032-0 B



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**SPONSORSHIP FORM**

Corporation or Company Name: \_\_\_\_\_

Complete Address: \_\_\_\_\_

Complete Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobil: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

- Sponsorship Level:**
- Platinum \$4,000.00
  - Diamond \$3,000.00
  - Gold \$2,000.00
  - Silver \$1,000.00
  - Bronze \$500.00 (Small Self Employed Business)

Checks payable to: **Hispanic American Club of Palm Coast**

Will you require a space to distribute Promotional Materials? Yes \_\_\_\_\_ No \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

HAC/HHFPC Representative: \_\_\_\_\_

Date: \_\_\_\_\_