



**PUERTO RICAN / HISPANIC  
CHAMBER OF COMMERCE**  
PALM BEACH COUNTY

*Proudly Presents*

*The Annual Shining Star  
Awards Ceremony & Gala  
&*

*Palm Beach Fiesta de Pueblo  
and Business Expo*

**Benefiting**



**healthy mothers, healthy babies**  
Coalition of Palm Beach County, Inc.

*And the Chamber's scholarship fund*

***A unique sponsorship  
opportunity for two prestigious  
events for the price of one***



# Puerto Rican/Hispanic Chamber of Commerce for Palm Beach County

Presents

*The Annual Shining Star*

*Awards Gala 2010*

Saturday, October 30, 2010 ~ 7 p.m.

Crowne Plaza Hotel

1601 Belvedere Road - West Palm Beach, FL 33406

*Palm Beach Fiesta De Pueblo 2011*

March 18-20, 2011

Greenacres Community Center

525 Swain Blvd.

Greenacres, FL 33463

&

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Director

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Dear Friend:

The Puerto Rican/Hispanic Chamber of Commerce for Palm Beach County is proud to announce *The Shining Star Awards Ceremony & Gala 2010* and Palm Beach Fiesta de Pueblo 2011 benefiting Healthy Mothers, Healthy Babies Coalition of the Palm Beaches.

This year you'll have the unique opportunity to sponsor both events for the price of one. That means a reach of tens of thousands of people for one low price.

The gala recognizes a prestigious group of honorees that demonstrate an unwavering commitment to helping South Florida's Hispanic community and culture thrive. Individuals, corporate entities and educational institutions are thanked for selflessly donating their time and resources in support of our community. This year's awards categories include Volunteer, Government, Professional, Media, Healthcare, Education and Best Student.

Felicia Rodriguez, WPBF 25 meteorologist, will serve as Master of Ceremony. Chamber members, sponsors, Board of Directors, dignitaries, friends, and other supporters will enjoy dinner, dancing, and live music at the ceremony.

Proceeds will help Healthy Mothers, Healthy Babies continue performing its vital work in Palm Beach County and will provide funding for our scholarships, cultural and community programs.

Fiesta de Pueblo is a colorful educational display of the Hispanic culture, featuring Hispanic Cultural Villages, Youth Summit, Parades, Rides, Regional Food, and Live International Entertainment.

It has become the largest, most popular, event among the Hispanic community in south Florida and is awaited upon with great anticipation. Fiesta de Pueblo is a class-act of a Hispanic event that brings together culture, arts and crafts, business exposure and music.

For reservations and more information, please call (561) 889-6527 or (954) 806-1550, or visit us online at [www.prhchamber.com](http://www.prhchamber.com).

Cordially,

Santos Arroyo  
Founder/CEO

## *Events Proceeds to help Healthy Mothers, Healthy Babies*

There's **no** more rewarding **cause.**  
And no more important **investment.**



Healthy Mothers, Healthy Babies of Palm Beach County was established in 1986 in response to 900 women in Palm Beach County who delivered their babies at local hospital emergency rooms with little or no prenatal care. Many of these births resulted in low birth weight babies, increased infant deaths and/or lifelong disabilities.

The mission of Healthy Mothers, Healthy Babies is to improve birth outcomes, promote healthy families and build healthy communities by providing cooperative community-oriented programs to the residents of Palm Beach County. Our objective is to encourage and assist women to obtain early and regular prenatal care; act as advocates for maternal and child related issues through education and public awareness; and identify special needs of individuals and families and provide programs to ensure improved birth outcomes, healthy families, and healthy communities.

Healthy Mothers, Healthy Babies Coalition of Palm Beach County, Inc. creates win-win partnerships among community groups, nonprofits, professional associates, businesses and government agencies. Together, we bring the best to the community and make a difference.

Please consider becoming a part of our winning team. Our organization is making a difference in our community.

For more information, please contact Rhonda Seriani, Development Director at (561) 665-4504.

[www.hmhbpbpc.org](http://www.hmhbpbpc.org)

(561) 665-4500

## **Palm Beach Fiesta De Pueblo & Business Expo!**

### **Mission**

The mission of the Fiesta De Pueblo & Business Expo is to enhance the Hispanic Community image by producing unique, quality events that reflect the Hispanic culture. Fiesta De Pueblo 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.

### **Our Goals**

To provide a means for our community to unite as one, enjoy spectacular unique events, invite positive national recognition while attracting attention to the County where it's celebrated as a tourist destination.

- **The Palm Beach Fiesta De Pueblo and Business Expo at our new hosting city Greenacres, FL** from the beginning in 2006 this unique event has gather thousands of Hispanics from diverse countries. Hosted at the Greenacres Community Center IVB Park, this cultural, business and musical festival has become one of the most popular and respected Hispanic cultural/musical event in Palm Beach County.
- Fiesta De Pueblo is tailored to young adults and families due to the richness in culture, education and performers line up.
- A one to four day event traveling throughout South Florida with media partners reaching out to over 80% of South Florida's Hispanics
- An event that allows you to direct market your products & services to the Hispanic community in Palm Beach
- An event for families to enjoy and find their roots and culture as it help to keep the Hispanic culture alive for our youth
- An event that will help you achieve community leadership and political empowerment
- An event that will allow you to establish branding among the Hispanic community

### **Festival Components**

- Musical Performers and Children Play City
- Business Expo that Guarantees Traffic to Exhibitors
- Youth Entrepreneurial/Motivational Summit
- Authentic Hispanic Food, Arts and Crafts
- Paso Fino Horse Show
- Hispanic Folklore
- Business Networking and Fundraisers
- Stage Access to local Dignitaries
- Stage Access to Chamber of Commerce and Other Organization

## **Sponsorship Opportunities**

### **Amigo Level**

**\$1,500**

- Four tickets to Gala
- One 10x10 booth in a high traffic key location (includes 1 table and 2 chairs) at Fiesta de Pueblo
- Up to two banners throughout the park at Fiesta de Pueblo, except on the main stage and restricted areas.
- Logo to appear on Gala and Fiesta de Pueblo e-mail flyers sent to approximately 10,000 email addresses
- 20 passes to Fiesta de Pueblo for your guests

### **Bronze Level**

**\$3,000**

All of the benefits of Amigo Level, plus:

- Gala Table of 10
- Up to four banners throughout the park at Fiesta de Pueblo, except on the main stage and restricted areas
- Opportunity to conduct on-stage raffles at Fiesta de Pueblo
- Logo to appear on Gala and Fiesta de Pueblo e-mail flyers sent to about 10,000 email addresses at least five times
- Continuous announcement of your company on the main stage of Fiesta de Pueblo
- Logo to appear on over 10,000 Fiesta de Pueblo flyers distributed at Hispanic and other statewide events
- 20 additional passes to Fiesta de Pueblo for your guests (40 in total)

### **Silver Level**

**\$5,000 (Gala Award Ceremony and One Hispanic Country Cultural Village Sponsor)**

All of the benefits of Bronze level, plus:

- Quarter page ad in Gala Program
- 40 additional passes to Fiesta de Pueblo for your guests (80 in total)
- Logo to appear on all Fiesta de Pueblo newspapers ads
- Opportunity to address the audience on main stage at Fiesta de Pueblo
- Logo on 500 color posters distributed throughout Palm Beach, St. Lucie and Broward Counties
- Marketing materials distributed at ticket booth at Fiesta de Pueblo
- 2 VIP Parking for Fiesta de Pueblo

**Gold Level - (Available to only 5 sponsors)**

**\$7,500 (Gala Reception or Festival Main Gate or Healthcare, Community or Business Pavilion or Kids Play City Sponsor)**

All of the benefits of the Silver Level, plus:

- Half page ad in Gala Program
- 20 passes to Fiesta de Pueblo for your guests (100 in total)
- Opportunity to address the audience on main stage at Fiesta de Pueblo (Prime Time)
- Trustee membership with the Puerto Rican/Hispanic Chamber of Commerce Palm Beach
- **Added Value** - First right of refusal for the Palm Beach Fiesta de Pueblo 2012

**Platinum Level - (Gala Dinner/Entertainment & Festival Main Stage sponsorship available to only three sponsors) \$10,000**

- All of the benefits of the Gold Level, plus:
- Full page ad in Gala Program (Upgrade)
- Logo on HM/HB website
- Logo on all TV ads
- Company name mention in radio promotion
- Main stage banner display at Gala and Fiesta de Pueblo

## Presenting Sponsorship Opportunity and Exclusivity Negotiable

Special packages can be tailored made and configured to specific needs and goals to assure presence and exposure to the Hispanic Market.

Fire Department Support - \$3,000	Non-Profit Resource Tent- \$3,000
Youth Summit Event -\$5,000	Children's Play Area - \$7,500
Business Exhibits Area-\$7,500	Cultural & Community Pavilion- \$7,500
Front Gate Sponsor- \$7,500	Fiesta de Pueblo T-Shirts - \$1,500
Healthcare Pavilion - \$ 7,500	Law Enforcement Support- \$3,000
Main Stage Sponsor- \$10,000 (3 only)	Volunteer Headquarters - \$1,500
Volunteer Food- IN-KIND	

The PRHCCPBC will collaborate with Healthy Mothers, Healthy Babies Coalition of Palm Beach County because we believe that the root of a healthy society start with healthy births.

*The Mission of Healthy Mothers, Healthy Babies is to improve birth outcomes, promote healthy families and build healthy communities by providing cooperative community-oriented programs to the residents of Palm Beach County. From our many offices throughout Palm Beach County and with direct access to our area's complete array of health and related resources, Healthy Mothers, Healthy Babies offers everything needed for the best possible pregnancies and birth outcomes for Palm Beach County's mothers and babies. Most of the services offered through Healthy Mothers, Healthy Babies are provided at no cost to the families served.*  
[www.hmhbpbcc.org](http://www.hmhbpbcc.org).

For more information call Santos Arroyo at 954-806-1550 or 561-889-6527 or visit [www.prhchamber.com](http://www.prhchamber.com)

*The Shining Star Awards Ceremony and Gala 2010 and*

*Palm Beach Fiesta de Pueblo 2011*

**Sponsorship Contract**

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone #: (        ) \_\_\_\_\_ FAX: (        ) \_\_\_\_\_  
E-mail address \_\_\_\_\_ Web site \_\_\_\_\_  
Description of Product or Service: \_\_\_\_\_  
\_\_\_\_\_

**SPONSORSHIP CATEGORIES**

**Payment Worksheet**

- |   |                     |                 |   |          |
|---|---------------------|-----------------|---|----------|
| <input type="checkbox"/> Amigo Sponsorship Level  | _____               | @ \$1,500 each  | = | \$ _____ |
| <input type="checkbox"/> Bronze Sponsorship Level   | _____               | @ \$3,000 each  | = | \$ _____ |
| <input type="checkbox"/> Silver Sponsorship Level   | _____               | @ \$5,000 each  | = | \$ _____ |
| <input type="checkbox"/> Gold Sponsorship Level   | _____               | @ \$7,500 each  | = | \$ _____ |
| <input type="checkbox"/> Platinum Sponsorship Level   | _____               | @ \$10,000 each | = | \$ _____ |
| <input type="checkbox"/> Discount of _____  | Authorized by _____ |                 |   | \$ _____ |
| <input type="checkbox"/> Deposit 50% (Check only) <b>BALANCE DUE on or before October 1, 2010</b> |                     |                 |   | \$ _____ |
|   |                     | Subtotal:       |   | \$ _____ |
|   |                     | Balance Due:    |   | \$ _____ |

For credit card payments, please contact Santos Arroyo at (561) 889-6527 or (954) 806-1550 for Paypal processing

The undersigned Exhibitor/Applicant agree to indemnify and hold harmless the Puerto Rican Hispanic Chamber , PR Fiesta de Pueblo, Inc., the City of Greenacres and all participating vendors, from and against any and all claims, damages, actions, judgments, decrees, penalties, and/or personal injury and or damages to property including attorney's fees, arising out of the undersigned's participation in this event, or from the use and occupancy by the undersigned Exhibitor/Applicant, it sub-exhibitors, employees, promoters, agents, guests, invitees, contractors, etc. of the space made available in this event. **If a vendor cancels a specific event within 60 days or more of the starting date a refund of the deposit minus 50% will be issued. However, Cancellations received under 60 days, no refund will be issued any open credit ( minus 50% subject to the management ) may be applied against a future event at the discretion of management.** I have read and agree to all the Terms and Conditions outlined in the Fiesta de Pueblo Vendor Agreement and will comply with all the rules and regulations. I have received a copy of this Agreement.

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

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

Make checks payable to: **Puerto Rican Hispanic Chamber of Commerce**  
**12490 Pine Acre Lane**  
**Wellington, FL 33414**  
**info@prhchamberonline.com**