



*Your sponsorship will help to provide gifts to children in our community. Over 800 kids participate! Thank You!*

**Fiesta de Pueblo & Business Expo**  
**Hispanic Christmas**  
**Celebrando Los Reyes Y Año Nuevo!**  
**Saturday January 7, 2023**  
**An Educational Multicultural**  
**Hispanic Event!**

A nonprofit corporation 501 (C3) organized and existing pursuant to Chapter 617, Florida Statutes



# Presented by:



FLORIDA HISPANIC AMERICAN  
CHAMBER OF COMMERCE  
www.HispanicChamber.org



FLORIDA HISPANIC AMERICAN  
CHAMBER OF COMMERCE  
Palm Beach County

# Sponsored by:



**La Guia**  
**News**



**Humana**



# Multi-Cultural Hispanic Christmas Festival showcasing our Traditions

## Over 10,000 people attend our yearly event!

The festival will deliver an international multi-cultural Hispanic experience at the Greenacres Community Park on Saturday January 7, 2023.

Time : 12:00 PM – 10:00 PM

Address: 2905 Jog. Road Greenacres, FL 33463 - **Free Admission!**

The market drivers include; Christmas Décor, Live Hispanic & USA Music, **Business Expo**, Art & Craft, Folkloric Entertainment, International food, Children Play Area and the 3 Magic Kings cultural parade & Toy Distribution!

Partial proceeds to benefit the Fiesta De Pueblo Business and Cultural Development Center's community programs with a positive impact on minority education and economic development in Palm Beach County and surrounding areas in Florida.

The high traffic/high visibility location and the market drivers guarantee sponsors high visibility and exposure to various consumer market segments

# Mission

**Mission:** The Fiesta De Pueblo is a multicultural business resource committed to the education and empowerment of the Latino/Hispanic and other underserved communities through the arts.

**Vision:** Is to become the premier Hispanic cultural organization in USA by helping businesses, professionals and individuals reach their full potential.



# Theme: “Fiesta de Pueblo”

- ✧ Our theme embodies traditional festivals in Latino culture which are held in the town square.
- ✧ These festivals are colorful displays of Hispanic culture featuring parades, games, children play areas, regional food, live entertainment and business exposition.



# Our Media Partners Coverage

An event with media partners reaching out to all Palm Beach County, The Treasure Coast and Broward County's Hispanic population

Allows you to direct market your products and services to the mainstream and Hispanic communities in South Florida

## Radio Stations

**Radio Fiesta**  
1380 AM, 96.9 FM  
La Ley 99.1 FM,

**La Primera Once Q**  
1190 AM/104.1 FM

## TV Stations

Estrella TV  
Canal 57  
PRUSA Channel  
WPTV Channel 5

## Printed Media

La Guia News  
El Hispano  
El Sentinel

**Social & Traditional Media**  
Reaching over 200,000 users  
in Florida

# 2023 “Fiesta de Pueblo New Year Celebration” Business Exhibit Packages

- ✧ Active Small Business FHACC Member & Non-Profit Org \$335.00 (up to 11 employees)  
Active Corporate FHACC Member \$550.00 (12 or more employees)
- \* Small Business \$500.00 (up to 11 employees)
- \* Corporation (with 12 or more employees) \$1000.00

In exchange for your commitment, you will be provided the following:

- ✧ One 10x10 Exhibit space at Fiesta de Pueblo
- ✧ **Tables, Chairs and Tents available for an additional fee.**
- **Food vendors please call for pricing at 954-806-1550.**



# Amigo Sponsorship Level

- ✧ • One 10x10 exhibition area in a high traffic key location at Fiesta de Pueblo
- ✧ • One banner at Fiesta de Pueblo except on the main stage and restricted areas.
- ✧ • Logo to appear on Fiesta de Pueblo Chamber's e-mail flyers & posters.
- ✧ • Logo on our Fiesta de Pueblo website
- ✧ • Logo on printed itinerary post cards
- ✧ • Amigo Level Total Package **\$2,000**





## Bronze Sponsorship

### Cultural Village Area Sponsor (**Sponsor a Country**)

- ✧ • One exhibition 10 X 10 space in a high traffic key location at Fiesta de Pueblo (Town Fest). Tent, one table & 2 chairs included.
- ✧ • Up to two banners at Fiesta de Pueblo except on the main stage and restricted areas. (**Your logo in one Hispanic Cultural Village**)
- ✧ • Logo to appear on Fiesta de Pueblo e-mail flyers & posters.
- ✧ • Logo on our Fiesta de Pueblo website
- ✧ • Logo on printed itinerary post cards
- ✧ • Continuous announcement of your company on the Main & Cultural stage of Fiesta de Pueblo
- ✧ • Bronze Level Total Package: **\$3,000** .



# Silver Sponsorship

## Three Kings Area Sponsor



- ✧ • One exhibition 10 X 10 space in a high traffic key location at Fiesta de Pueblo (Town Fest). Tent, one table & 2 chairs included.
- ✧ • Up to two banners at Fiesta de Pueblo except on the main stage and restricted areas (**One banner allow at the Three Kings Pavilion**)
- ✧ • Logo to appear on all Fiesta de Pueblo printed newspapers ads
- ✧ • Logo to appear on Fiesta de Pueblo e-mail flyers & posters.
- ✧ • Logo on our Fiesta de Pueblo website
- ✧ • Opportunity to address the audience on our Main & Cultural Stage at Fiesta de Pueblo
- ✧ • Logo on printed itinerary post cards
- ✧ • Continuous announcement of your company on the Main & Cultural stage of Fiesta de Pueblo
- ✧ • Business card insert in our 3 Magic Kings Party Bags
- ✧ • Silver Level Total Package: **\$4,500 (Exclusivity Negotiable)**





# Gold Sponsorship

## Main Stage Sponsor



- ✧ • One exhibition 10 X 10 space in a high traffic key location at Fiesta de Pueblo (Town Fest). Tent, one table & 2 chairs included.
- ✧ • One banner at Fiesta de Pueblo main stage & Three Kings Pavilion
- ✧ • Logo to appear on all Fiesta de Pueblo printed newspapers ads
- ✧ • Logo to appear on Fiesta de Pueblo Chamber's e-mail flyers & posters.
- ✧ • Logo on our Fiesta de Pueblo website
- ✧ • Logo on all event's Television ads
- ✧ • Opportunity to address the audience on our Main & Cultural Stage at Fiesta de Pueblo
- ✧ • Continuous announcement of your company on the Main & Cultural Stage of Fiesta de Pueblo
- ✧ • Logo on printed itinerary post cards
- ✧ • Logo display on our electronic Main Stage screen board.
- ✧ • Logo inclusion in our video event recap
- ✧ • Business card insert in our 3 Magic Kings Party Bags
- ✧ • Company name mention in our radio commercial promoting your business as a sponsor for Fiesta de Pueblo on 1380 AM, 96.9 FM, 1190 AM & 104.1 FM
- Gold Level Total Package: **\$6,500 (Exclusivity Negotiable)**



# Fiesta de Pueblo “Town Fest”



FLORIDA HISPANIC AMERICAN  
CHAMBER OF COMMERCE

Palm Beach County



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

**For application please contact Santos Arroyo at 561-889-6527 or email [Info@FiestaDePueblo.com](mailto:Info@FiestaDePueblo.com) Direct Cell: 954-806-1550**

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"A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE." 1-800-HELP-FLA (435-7352)

[www.FloridaConsumerHelp.com](http://www.FloridaConsumerHelp.com)

