



There are hundreds of Latinos, many of Puerto Rican background who made the Emerald Coast and the surrounding areas their home. This is why we have formed the organization Northwest Florida Boricuas Ausentes, Inc. The concept behind the NWFBA's Latin Salsa Festival is to promote awareness of Puerto Rican culture, history, and contribution to the United States. We are dedicated to adding to the already vibrant community of Hispanics in the Northwest Florida region. This organization is also committed to highlighting not only Puerto Rican but the Latino culture as a whole. We hope to accomplish this goal through celebration and education. It is our intention to make the Latin Salsa Festival an established tradition in the Emerald Coast by offering and showcasing the foods, arts, and entertainment of the Puerto Rican culture. We hope to enhance the lines of communication that currently exist between local Hispanic and non-Hispanic businesses, corporations and the Hispanic community; and provide an arena where emerging talent and businesses can show their works to the entire community, as well as meet and view the work of their peers.

Some highlights from the festivals held in 2008, 2009, and 2010:

- The NWFBA's Latin Salsa Festival has continued to grow in size and attendance since its introduction to the local community. From 500 attendees in 2008 to over 3000 who attended the 2010 event.
- Festival lovers traveled from as far as New Orleans, LA, Dothan, AL, and Orlando, FL to attend our Festival. Indicating the popularity of the event has no borders.
- The festival is entirely brought together by a group of dedicated volunteers led by a core committee composed of community residents. None of the volunteers or board members receives monetary compensation for their time and hard work.
- The 2010 Latin Salsa Festival featured twice as many vendors as the previous year.
- Over 40 local, state and nationwide corporations sponsored the 2010 event.
- Over 50 gifts and prizes have been awarded during the 2009-2010 festival. Including, free vacations getaway and home electronics.
- Media coverage included La Costa Latina Newspaper and radio commercials featured on Fly 92.1 and La Costa Latina Radio Stations. Both radio stations had live, remote broadcast, from the Latin Salsa Festival grounds.
- Thousands of flyers, distributed throughout the Emerald Coast and surrounding regions, featured our sponsors.

The 2011 Latin Salsa Festival will be held on Saturday, June 25, 2011, from 10:00 a.m. until 7:00 p.m. at the Fort Walton Beach Landing Park. Because our festival would not be possible without local and national sponsors, we would greatly appreciate your support this year. Your contributions allow us to continue raising awareness of the Latino culture in the Florida Panhandle and to promote goodwill among all residents of our community. In exchange for your support, you are given the opportunity to reach thousands of consumers and highlight your product and/or service. Details on how you can customize your brand exposure and create a unique experience for local and national festival attendees follows in this package. Please feel free to contact us with any questions you may have.

Sponsorship Coordinators:

George Perez: 850-939-0873, georgenlilly@bellsouth.com

SPONSORSHIP OPTIONS

Sponsors play a vital role in the production of the NWFBA's Latin Salsa Festival by providing cash or gifts-in-kind, which help offset expenses such as printing, advertising, venue rental, and administration. Past sponsors helped increase revenue, promotional avenues, and prizes for our event.

Sponsors have assisted the festival in various ways:

- Cash
- Advertising
- Prize donation
- Other services (printing, advertising, t-shirts, etc.)

NWFBA Sponsorship Levels & Benefits

Bronze \$100**

- Logo in festival program
- Logo and link on festival website
- Authorization to distribute your company's promotional materials during the event

Silver \$300**

- Logo in festival program
- Logo and link on festival website
- Authorization to distribute your company's promotional materials during the event
- Your company's name listed in programs and press releases

Gold \$500**

- Logo in festival program
- Logo and link on festival website
- Authorization to distribute your company's promotional materials during the event
- Your company's name listed in programs and press releases
- Premier banner location on stage
- Logo recognition in all printed ads, flyers, posters, and T-shirts
- On-stage mentioning of your company throughout the day

Platinum \$1000**

- Logo in festival program
- Logo and link on festival website
- Authorization to distribute your company's promotional materials during the event
- Your company's name listed in programs and press releases
- Premier banner location on stage
- Logo recognition in all printed ads, flyers, posters, and T-shirts
- On-stage time slots to promote your company as well as on-stage mentioning of your company throughout the day
- 10x10 vendor booth placements
- Inclusion in all news releases, PSA's community event postings, and publicity pitches

Premiere \$4,000**

- Official Festival Partner ("The NWFBA Latin Salsa Festival Presented *by your name here*")
- Logo in festival program
- Logo and link on festival website
- Authorization to distribute your company's promotional materials during the event
- Your company's name listed in programs and press releases

- Premier banner location on stage
- Logo recognition in all printed ads, flyers, posters, and T-shirts
- On-stage time slots to promote your company as well as on-stage mentioning of your company throughout the day
- 10x10 vendor booth placements
- Inclusion in all news releases, PSA's community event postings, and publicity pitches
- Opportunity to provide sample products in prize packs

Primary marketing collateral materials includes but are not limited to:

- Festival programs
- Posters placed in public areas and businesses throughout the Northwest Florida region
- Postcards/flyers distributed throughout the Northwest Florida region
- Online banner advertising
- Print advertisements in all major news publications in the Northwest Florida region

**At least 50% of mentioned amount must be in cash.

NAMING OPPORTUNITIES

In addition to your benefits, sponsoring an event portion of the festival enables a company or individual name to be recognized at the NWFBA festival through a variety of opportunities, as outlined above. Naming opportunities are confirmed on a first come, first served basis, so please send in your sponsorship contract early to ensure first choice.

SPONSORSHIP CONTRACT 2011

(Please fill out and send back with payment or e-mail back to fwboricuas@yahoo.com)

Sponsor Information

Sponsor Name _____
Please print your name exactly as you wish it to appear in all sponsorship recognition

Contact Person _____

Address _____

City _____ Province _____ Postal Code _____

Telephone (_____) _____ Fax (_____) _____

E-mail _____ Website: www. _____

Please print exact address for link on NWFBA website.

Sponsorship Authorized by _____

Please print name

Signature _____

Cash Sponsorship Details

Amount: \$ _____ Recognition Level _____

Check enclosed Sponsor will mail check by: _____

Gift in Kind Details

Providing a service of / Product description: _____

Equal to value of \$ _____ Recognition Level _____

Naming Opportunity (optional)

First Choice: _____ Second Choice: _____

Please make checks payable to:

NWFBA
49 Jonquil Avenue
Fort Walton Beach, FL 32548

For Office Use Only

Payment received _____

Date Signature _____

Naming rights for _____
NWFBA, Inc is a Florida registered Non-Profit Org. Registration No: 26-4336604