



La GRAN Fiesta

Saturday, September 19, 2015 . 7:00-11:00 pm
MOCA Plaza . 770 NE 125 Street, North Miami, FL 33161

Music & Dancing . Local Latin Flavors . Family Fun

SPONSOR PARTICIPATION PACKET





Dear Neighbor --"Querido Vecino,"

On behalf of the Hispanic Heritage Month Committee of the City of North Miami we would like to thank you for your interest and welcome you with a heartfelt "¡Bienvenidos!" to the sights, sounds and flavors of the festivities we have planned for Hispanic Heritage Month in 2015. We will observe the month with cultural activities from September 8 - October 10, and invite you to celebrate with us as a participating Sponsor or Vendor at any or all of our events. For a complete list of the festivities visit NorthMiamiFL.gov/Celebrate and as we say in Spanish, "Entre todos, si se puede!" (Together, we can accomplish anything!)

We will kick off the month with an Opening Reception prior to the City Council meeting on Tuesday, September 8th. Next, we will host our signature event the "Gran Fiesta", an outdoor concert performance in downtown North Miami on Saturday, September 19th. The event will also include vendors selling traditional Latin food and beverages and a spirited ambiance from 7 p.m. until 11 p.m. Please review our attached form to find a list of sponsorship opportunities. We would love to have you become a Patrocinador (sponsor) of this amazing celebration. Becoming a sponsor gives you the opportunity to market services/product at the signature event, La Gran Fiesta. To get a true feeling of the excitement, check out the footage at: <https://www.youtube.com/watch?v=h-FewKbeRJs>

If you have any questions or want to further discuss how these events can benefit your business, please contact us. You can reach out to any one of our Hispanic Heritage Month committee members:

Andrea A. Ramos, Chair	305-502-3554	aramos@northmiamifl.gov
Mayda Pineda, Co-Chair	305-893-6391	mpineda@northmiamifl.gov
Lucia Gonzalez, Co-chair	305-895-9802	lgonzalez@northmiamifl.gov

We have included a form for your convenience to assist you in formalizing your role as a 2015 North Miami Hispanic Heritage Patrocinador. Thank you for your interest in assisting us with our cultural celebrations in the City of North Miami.

Carol F. Keys, Esq.
City of North Miami Vice Mayor & Councilmember - District 2
Honorary Chair for the North Miami Hispanic Heritage Committee 2015



A photograph of Marlow Rosado, a Grammy Award winner, performing at a piano on a stage. He is wearing a dark suit and is focused on his playing. Other musicians, including a drummer, are visible in the background.

Joining us again in 2015 Grammy Award Winner, Marlow Rosado

Option 1: \$15,000

Deadline: Friday, August 15th, 2015

- Signature event sponsor recognition on promo materials
- Full main stage presence during the event, 4 hour activation (32' x 16')
- 1-10'x10' tent provided in main area for marketing (Tent featured on cover was provided by the radio station for their marketing)
- Primary placement of company logo* on printed and digital promotions (*submit vector file)
 - 10,000 printed postcards, social media and our local Cable Channel 77
- Primary placement of company logo* on signature event T-shirt (see photo below, to be worn by volunteers at event)
- Recognition in event announcements and interviews (150 radio spots w/ I-Heart radio)
- Sponsor Recognition Award at venue
- Sponsor website link from City's event web page, NorthMiamiFL.gov/Celebrate
- Inclusion in our post event survey

Option 2: \$10,000

Deadline: Friday, August 28th, 2015

- Stage presence for Stage 2, 4 hour activation
- Primary placement of company logo* on printed and digital promotions (*submit vector file)
 - 10,000 printed postcards, social media and our local Cable Channel 77
- Logo* placement on signature event T-shirt (see photo below, to be worn by volunteers at event)
- Sponsor recognition award at venue
- Sponsor website link from City's event web page, NorthMiamiFL.gov/Celebrate
- Inclusion in our post event survey





Option 3: \$5,000

- Placement of company logo* on printed and digital promotions (*submit vector file)
-10,000 printed postcards, social media and our local Cable Channel 77
- Logo* placement on signature event T-shirt (see photo on previous page, to be worn by volunteers at event)
- Sponsor website link from City's event web page, NorthMiamiFL.gov/Celebrate
- "Thank you to our sponsor" sign inclusion by main stage area (24" x 18" sign)

Option 4: \$1,000

- Placement of company logo* on printed and digital promotions (*submit vector file)
-10,000 printed postcards, social media and our local Cable Channel 77
- Logo* placement on signature event T-shirt (see photo on previous page, to be worn by volunteers at event)
- Sponsor website link from City's event web page, NorthMiamiFL.gov/Celebrate
- "Thank you to our sponsor" sign inclusion near 2nd stage area (24" x 18" sign)

Option 5: "AMIGOS" de la Gran Fiesta!

- Donation between \$500 - \$1,000
- IN-KIND SPONSORSHIP DONATION OF SERVICES ARE WELCOMED
- Sponsor website link from City's event web page, NorthMiamiFL.gov/Celebrate
- The "amigos" will be listed as a group on the stage sponsor sign





SPONSOR PARTICIPATION FORM – “La Gran Fiesta” – Saturday, September 19th, 2015

SPONSOR / CORPORATION NAME:

TYPE OF ORGANIZATION / SERVICES PROVIDED:

CONTACT PERSON / TITLE:

BUSINESS TELEPHONE: _____ CELL PHONE: _____

FAX: _____ E-MAIL: _____

MAILING ADDRESS:

EVENT DAY CONTACT PERSON (IF OTHER THAN CONTACT PERSON) – NAME AND TITLE:

TELEPHONE: _____ E-MAIL: _____

SPONSORSHIP LEVEL SELECTED:

Level 1: \$15,000 _____ Level 2: \$10,000 _____ Level 3: \$5,000 _____ Level 4: \$1,000 _____ Level 5: “AMIGOS” _____

TAX ID #: _____

We ask all potential sponsors to adhere to deadlines to maximize your marketing exposure. Being a sponsor gives you and your business the opportunity to market services/product at the Signature event and/or others throughout the five weeks celebrating Hispanic Heritage Month.

* For logo inclusion, vector logo file will be required.

City of North Miami – Demographic overview:

The City of North Miami is centrally located between Miami and Ft. Lauderdale, with the Northeast section of Miami-Dade County. Approximately 10 square miles in area, the city is host to a population of over 60,000 residents. The city is composed of diverse ethnic groups, of which, just over 25% (15,800) identified themselves as Hispanic or Latino in the 2010 Census. As a *Patroncinador* of the 2015 North Miami Hispanic Heritage Month festivities, you will reach this diverse population as well as others within our region.

Expected attendance:

- La Gran Fiesta: 2500+ attendees

Advertising & Media:

The City of North Miami will utilize our traditional methods of communication to promote the events to our residents, including promotion and coverage on our television station, NoMiTV-77, available to local Comcast cable subscribers, as well as on the City's unique webpage, northmiamifl.gov/celebrate, flyers, digital newsletters, press/media releases, social media applications, digital newsletters, event announcements, etc.

Sponsorship Opportunities:

CONTACT:

Return completed form (saved in PDF format) by email to Andrea A. Ramos at aramos@northmiamifl.gov or call us for additional information call direct at 305-895-9840, ext. 12227 or 305-502-3554.