



# PUERTO RICO CULTURAL PARADE

The First Puerto Rican Parade Founded in the State of Florida

of Florida,

Established in 1988

PRCP of Florida, LLC.  
P.O. Box 2170  
Lutz, FL 33548-4470

www.puertoricoculturalparade.com  
Phone: 813 • 477 • 8368  
813 • 949 • 2048  
Fax: 813 • 949 • 9359

Annual Puerto Rico Parade and Folklore Festival in Downtown Tampa, FL

RE: EXHIBIT PARTICIPATION

The **20<sup>th</sup> Annual Puerto Rico Cultural Parade and Folklore Festival of Florida** is going to be celebrated on **SUNDAY, April 27<sup>TH</sup> 2008** in **Ybor City (Tampa)**. The 2008 event is projected to be of significant impact and the **BIGGEST** Hispanic Event in Tampa Bay and Central Florida. It promises to deliver a unique experience for all who participate.

The **Puerto Rico Cultural Parade of Florida and Folklore Festival** has always been characterized as a family-oriented, cultural and educational event. It showcases a mosaic of the native sounds of our best musical rhythms and folklore dances as well as a colorful parade. This one-day event draws thousands of people of all ages and different nationalities, particularly Hispanics.

The Hispanic market represents over \$7.5 billion dollars in buying power in West Central Florida alone. These demographics make our market the most desirable for companies and businesses wanting to expand their market share. We are certain that your participation in this high profile event will promote your company or business's products/services among the fastest growing segment in the state of Florida, the Hispanics. Wouldn't this be the **BEST** reason to participate in this unique event and be an integral part of its success? Don't miss the opportunity to get your business name in front of over 70,000 potential consumers.

Companies seeking to make a large scale positive impact may prefer to consider **Sponsorship** and achieve higher marketing campaign exposure. We have different **sponsorship levels**. Please contact me as soon as possible in order to discuss this possibility further. This is definitely a **"win-win"** situation.

We are looking forward to your involvement in what is considered to be **the most SPECTACULAR EVENT in Tampa Bay and Central Florida**.

The Folklore Festival is taking place in **YBOR CITY**, in the terrains of **Centro Asturiano & K Force** on 1913 N. Nebraska Avenue between 7<sup>th</sup> Avenue & Palm Avenue from noon until 10:00 in the evening. **Admission** to the event is **FREE!!**

The Parade. Line-up starts at **10 AM**. **PARADE starts at Noon**. Call if you have questions how to get to the line-up if participating. Your company can participate with a float (refer to the Regulations regarding the criteria for business participation). It would be another strategic way to promote your Company/Business. Please let us know about your interest to participate in the Parade.

Sincerely  
Sandra O. Acevedo  
President  
(813) 477-8368

Visit our website: [www.puertoricoculturalparade.com](http://www.puertoricoculturalparade.com)

**Future Events:** 1) **Puerto Rico Patron Saint Festival:** October 19<sup>st</sup> 2008. It takes place annually on the third Sunday in the month of October. Don't miss it either!

Visit the website: [www.prpatronsaintfestival.com](http://www.prpatronsaintfestival.com). 2) "Expresate América" a one hour variety television show on Saturdays from 10 AM to 11 AM in Telemundo.