



Established in 1988

PUERTO RICO CULTURAL PARADE

of Florida, LLC.

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

RE: 20th Annual Puerto Rico Cultural Parade and Folklore Festival
REQUEST FOR SPONSORSHIP

Reserve Your Sponsorship early...

The 20th anniversary of the Annual Puerto Rico Cultural Parade of Florida (PRCP) is taking place on **Sunday, April 27th 2008**. Terrains of Centro Asturiano, 1913 N. Nebraska Avenue (between 7th Avenue & Palm Avenue, YBOR CITY, FL). Your early commitment to sponsor this event will surely be a major boost and you will get early exposure. Our organization is **not for profit (501-C7)**.

This FREE event has always been characterized as a family-oriented, cultural and educational activity. It showcases a mosaic of the native sounds of our best musical rhythms and folklore dances as well as a colorful and cheerful parade. This one-day event attracts thousands of enthusiastic crowds of all ages and different nationalities from all Florida counties, other states and Puerto Rico.

The explosion of the Hispanic population in the U.S. is well documented. In the Tampa Bay area, Hispanics enjoy an estimated average household income of about \$57,265 with an enormous purchasing power of \$11 billion dollars. The US Hispanic market is large, rapidly growing, and financially powerful...**Hispanic consumers are considered a TRUE ECONOMIC FORCE** for any Company. Getting into the hearts and minds of Latinos is BIG BUSINESS, something that Companies can no longer ignore.

If your Company is interested in penetrating our Hispanic community there is no better opportunity to target this segment of our population than by reaching **maximum exposure** through the **Puerto Rico Cultural Parade and Folklore Festival**. Any company seeking to grow market share and revenues on a short or long-term basis must reach out to Hispanic Americans, "the most valuable customers in our nation" according to *Arbitron and Scarborough Studies*.

Wouldn't this be the BEST reason for **your Company** to participate and sponsor this unique, high profile event and be an integral part of its success? Refer to the "Sponsorship Levels" to compare the different categories and all the great benefits you will get.

Sponsoring this event will definitely provide a cost-effective way to successfully target the continually growing Hispanic population. It will certainly be a "**win-win**" situation. If you know of other companies that might like to receive information to sponsor this event, please contact us or provide the information to them.

Please contact me at your earliest convenience in order to discuss this matter in more detail. We are looking forward to have **your Company** participation in our event. It is projected to be **the most spectacular Hispanic event in Tampa Bay and Central Florida during 2008**.

FUTURE EVENTS: 1) Puerto Rico Patron Saint Festival in Pinellas Park, Sunday, October 19th 2008. 2) "Expresate América" is a one hour variety television show presented on Saturdays from 10 AM to 11 AM in Telemundo.

Sincerely

Sandra V. Acevedo, MBA
President -813-477-8368

Account Executive

Phone: () _____