



**COMITÉ NOVIEMBRE**  
**MES DE LA HERENCIA PUERTORRIQUEÑA**

**24<sup>TH</sup> ANNIVERSARY CELEBRATION**

**2010 PROPOSAL**

# MISSION

Established in 1987, Comité Noviembre, CN, is a non-profit organization created to:

- Commemorate and pay tribute to the contributions Puerto Ricans have made to this nation.
- Promote, acknowledge, create awareness and take ownership of our rich culture, language, and history.
- Create open forums to discuss critical issues affecting the Puerto Rican community specifically in the areas of education, youth leadership development, health, politics and civic involvement.
- Institutionalize November as Puerto Rican Heritage Month throughout the nation.

## MEMBER ORGANIZATIONS

CN is the only collaboration of its kind in the United States that bring together the collective talents and resources of eleven of the oldest and most prestigious Puerto Rican organizations:

- Institute for the Puerto Rican/Hispanic Elderly
- ASPIRA of New York
- El Centro de Estudios Puertorriqueños
- El Museo del Barrio
- Eugenio María de Hostos Community College
- LatinoJustice – PRLDEF
- National Institute for Latino Policy
- National Congress for Puerto Rican Rights – Justice Committee
- Puerto Rico Federal Affairs Administration

The combined network and outreach potential of these organizations is over 700,000 people through its member lists and internet capabilities.

## CN ANNUAL PROGRAMS & EVENTS

- Two Scholarship Programs
- CN Scholarship Awards Program
- The Richie Perez Scholarship for Peace & Justice
- Annual Leadership Development – Role Models Forum
  - (Conducted by NASA personnel)
- Artisans Fair & Exhibit
- Health Fair
- Educational trip to Puerto Rico, “*Buscando Nuestra Raíces*”
- Day of Community Service & Social Responsibility and Food Drive
- Three Kings celebration and Toy Drive
- CN/El Diario La Prensa full color Puerto Rican Heritage Month Supplement
- Commemorative calendar journal
- Artist competition, selection and commission process
- Annual educational commemorative poster
- Selection of a spokesperson
- Puerto Rican Heritage Month kick-off celebration
- Annual benefit event
- Lo Mejor de Nuestra Comunidad Award
- Puerto Rican Heritage Award
- Website programs and information
- Cultural and health related workshops, forums and events.

# PUERTO RICAN HERITAGE MONTH KICK-OFF CELEBRATION

*Wednesday, October 28, 2010 El Museo del Barrio 6PM - 9PM*

- The CN Puerto Rican Heritage Month kick-off event takes place each year on the last Thursday of October.
- At this event CN:
  - Honors Puerto Rican community heroes through "Lo Mejor de Nuestra Comunidad" Award
  - Unveils its poster
  - Distributes its calendar of event.
- This event is free for the community.
- Over 300 key community and business leaders as well as elected officials attend this very festive, musical and cultural event.

# LO MEJOR DE NUESTRA COMUNIDAD AWARDS

- Through the "Lo Mejor de Nuestra Comunidad" Award, CN recognizes outstanding individuals who are the unsung heroes of our community. Puerto Ricans whose pride in their heritage and strength of character have empowered themselves and inspired others to make significant impact on the community.
- The recipients of this award are chosen by Comité Noviembre from nominations submitted by the community.

# 14<sup>TH</sup> ANNUAL CN ANNUAL BENEFIT EVENT

*Friday, November 12, 2010  
The New York Hilton 7PM - 11PM*

- The CN annual benefit event was instituted in 1996 to raise funds for its CN's annual programs, specifically its scholarship awards program
- To date the event has continued to attract key leaders of New York's Puerto Rican community and Corporate America.
- At the Gala the CN Puerto Rican Heritage Month Awards are presented to people that are making a difference in this country, empowering others and shaping the future of not only the Puerto Rican community but for all Americans.

➤ This event has draws and generates much excitement with the musical entertainment that performs. Past headliners include:

- 1991 – Lucecita Benitez
- 1996 – Victor Manuelle
- 1997 & 1999 – Tito Nieves
- 1998 – El Gran Combo de Puerto Rico
- 2000 – George Lamond and Brenda K. Starr
- 2005 – Frankie Negrón
- 2006 – Larry Harlowe & His Orchestra,
- 2007 – Nelson Gonzalez and His All-Star Band (Orquesta Broadway)
- 2008 – Melina León
- 2009 – Frankie Negrón

➤ Over the years, the following celebrities have attended the event:

- |                  |                  |
|------------------|------------------|
| ▪ Rosie Perez    | ▪ Ruben Blades   |
| ▪ Jennifer Lopez | ▪ Danny Rivera   |
| ▪ Luis Guzman    | ▪ Polito Vega    |
| ▪ Marc Anthony   | ▪ Luis Fonsi     |
| ▪ Ednita Nazario | ▪ Daisy Martinez |

# SCHOLARSHIP PROGRAMS

## COMITÉ NOVIEMBRE SCHOLARSHIP PROGRAM

- In 1996, the CN Scholarship Awards Program was established to provide college educations and leadership opportunities to Puerto Rican youth
- To date, the Program has awarded \$177,000 in scholarships to exceptional Puerto Rican youth who are making a difference in their community through volunteerism and involvement in organizations, churches and schools.
- In 2007, CN enhanced the Scholarship Program to continue to award the top two scholars. These scholars must maintain a 3.5 grade point average and documented volunteer work within the Puerto Rican community to continue to receive the 4-year \$1,000 scholarship.

# **RICHIE PEREZ SCHOLARSHIP FOR PEACE & JUSTICE**

- In 2004, in the memory of Richie Perez, an advocate, community leader, urban warrior and member of CN, the Richie Pérez Scholarship for Peace and Justice was established.
- The award recognizes a Puerto Rican young person for their commitment, activism and achievements in any of the areas of human rights and social justice
- This annual award promotes the advancement of new leaders in the movement for peace and justice and invests in their continued growth by providing support for their ongoing education and political development.
- The scholarship winner receives a \$1,000 scholarship.

# FOURTH ANNUAL CN ARTISANS FAIR & EXHIBIT

*Saturday, November 20, 2010,*

*Eugenio María de Hostos Community College, 11AM - 9PM*

- The Annual Puerto Rican Artisans Fair & Exhibit was established in 2006.
- For three years, CN has transformed venues like, Hunter College West Building and the Church of St. Paul the Apostle into a typical Puerto Rican plaza with a fountain, palm trees, piragua and coquito carts & colorful kiosks.
- Musical and cultural acts entertained throughout the day.
- The event is free to the community
- Fair garners a steady attendance of 5000 people each year.
- Over 60 artisans, sculptors, and vejigante mask makers from around the US and Puerto Rico participate
- Local media, (print, radio, television), is used to attract the community to this event. The Fair is advertised as an opportunity to kick-off the holiday shopping season.
- Workshops are conducted for children and adults, like mask making, the history of the three kings' celebration, Taíno storytelling.

# 16TH ANNUAL CN DAY OF COMMUNITY SERVICE & SOCIAL RESPONSIBILITY

*Sunday, November 21, 2010,  
IPRHE - UPACA Senior Center, NYC  
11AM - 4PM*

- For the past fourteen years, CN has set aside the Sunday before Thanksgiving as a day of community service and social responsibility. During this day people participate in several volunteer efforts that aid the Puerto Rican community and its organizations.
- Over the years, this event has benefited homeless and battered women's shelters and senior centers as well as individual families. Through this effort, CN has collected coats, clothing, and toiletries for these organizations.
- In recent years, CN in collaboration with ASPIRA of New York has conducted a food drive of non-perishable foods to create Thanksgiving dinner baskets for the poor of New York. CN has also worked with local supermarkets and business leaders to provide turkeys to each family.
- The food baskets are distributed by volunteers the Tuesday before Thanksgiving to needy families.

## COMMEMORATIVE CALENDAR JOURNAL

- The commemorative journal calendar is a collector's item each year because of the articles and historical information that it provides.
- These essays and articles are published annually in several newspapers ranging from The New York Daily News, el diario la prensa, as well as the San Juan Star and el nuevo día in Puerto Rico.
- The calendar is developed by disseminating a questionnaire to Puerto Rican organizations throughout the tri-state area and other states throughout the country to acquire information about their November activities.
- The journals are distributed to educational, cultural and community organizations.
- Over 250 events and activities are sponsored and held by community based organizations, cultural institutions and government officials throughout New York alone.
- The journal articles are written by community activists, educators, artists and CN members.

## ARTIST AND POSTER

- The annual poster is in high demand by teachers and educators.
- The Committee conducts a competition and commissions a Puerto Rican artist to design the annual poster.
- The poster is used to promote and inform the public about Puerto Rican Heritage Month and to create an artistic expression of our theme.
- The poster is distributed throughout New York, New Jersey and the tri-state area.

# **ANNUAL SPOKESPERSON**

**OLGA TAÑON**  
**RECORDING ARTIST**  
**2010 SPOKESPERSON**

- Each year, CN selects a spokesperson that is making a difference in this country, empowering others and shaping, not only our future as Puerto Ricans, but the future of all Americans.
- A person that has played an important role in leaving, our unique imprint, in the current and future history of this country.
- Public Service Announcements are developed with spokesperson to celebrate Puerto Rican Heritage Month.
- Public Service Announcements have been developed in the past for NBC, Telemundo and Univision.

## PAST SPOKESPEOPLE

- 1990 Willie Colón, musician & AIDS activist
- 1991 Malin Falú, radio talk show host
- 1992 Fernando Ferrer, Bronx Borough President &  
Joseph A. Fernandez NYC Public School Chancellor
- 1993 Dr. Antonia Novello, former Surgeon General of the United States
- 1994 Luis Guzman, actor & community activist
- 1995 Lauren Velez, actress & salsa diva India
- 1996 Jimmy Smits, actor
- 1997 Tito Puente, the "King of Latin music"
- 1998 Rosie Perez, actress and AIDS activist
- 1999 Felix "Tito" Trinidad, Welter Weight Champion of the World
- 2000 Dave Valentin; internationally acclaimed Latin Jazz artist
- 2001 Daniel Rodriguez, NYPD officer and tenor
- 2002 Admiral Richard H. Carmona, MD, MPH, FACS, US Surgeon General  
Commander, USPHS
- 2003 Danny Rivera, World renown singer
- 2004 Tito Nieves, salsa sensation
- 2005 Frankie Negron, singer and entertainer
- 2006 Daisy Martinez, Chef, Entrepreneur & Host of *Daisy Cooks*
- 2007 Ana Ortiz, co-star, Ugly Betty
- 2008 Melina León, Singer/Actress
- 2009 Jesús Omar Rivera, El Boricuaazo, Historian & Author

## CN WEBSITE

- Due to high printing costs and the world going “green” CN will promote heavily the use of the website for access to calendar journal information as well as scholarship applications and other educational materials.
- The website will be the prime location for information specifically during the months of late October to early January, key time to promote and sell products and services.
- The website receives substantial number of hits especially during the month of June and November
- The website provides the history of the Comité Noviembre as well as the Puerto Rican community in Puerto Rico and the United States.
- The website serves as an educational vehicle of all those searching for information on the Puerto Rican history and culture especially educators and students.
- The website was designed with the capacity to hold company logos or messages (web advertising) for sponsors of the website or CN programs.
- The sponsor of the website will have prime signage year-round.

## FOURTH ANNUAL CN EL DIARIO LA PRENSA SUPPLEMENT

- For the past two years CN in partnership with El Diario La Prensa has produced an 8-page Puerto Rican Heritage Month color supplement for the community.
- This special Spanish-language supplement has a circulation of 57,550 and readership of over 287,000 daily. CN works with EDLP's editorial department for content which will highlight CN's honorees and programs as well as any topic the exclusive sponsor may want to cover.
- The supplement will be published the first week of November and will also include 2 additional run of book ads that will run twice a week in el diario with the sponsor's logo announcing the CN Artisans Fair and Exhibit.
- The Supplement will be printed in newsprint, 4/color, tabloid style format, and inserted in El Diario La Prensa.
- The actual cost of an exclusive sponsorship with of EDLP on an 8-page color supplement is over \$67,000.00. Each run of book full page/full color ad is worth \$5,557.68.
- The sponsorship of this supplement would be a great opportunity for any company to promote its services and reach over 287,000 readers daily.

# **SPONSORSHIP OPPORTUNITIES**

## **PUERTO RICAN HERITAGE MONTH KICK-OFF CELEBRATION & LO MEJOR DE NUESTRA COMUNIDAD AWARDS**

### **KICK-OFF**

- Remarks by Corporate representative at kick-off event
- Awarding of “Lo Mejor de Nuestra Comunidad” Award by Corporate representative
- Corporate Signage on:
  - Kick-off event invitation
  - Kick-off event programs
  - Lo Mejor nomination application
- Tasteful display of corporate logo at event location.
- Product sampling at kick-off

### **JOURNAL CALENDAR OF EVENTS**

- A full-page ad

### **ANNUAL BENEFIT EVENT**

- Two VIP Tickets

### **GENERAL**

- Listing of Corporate logo on CN website
- Inclusion in all media materials as a corporate sponsor
- Recognition as a sponsor at all official CN events during the month of November.

**COST: \$15,000.00**

## **CN ANNUAL BENEFIT EVENT &**

### **ANNUAL BENEFIT**

- Opportunity for corporate representative to present award to a honoree
- A table for ten guests
- Tasteful display of corporate logo
- Corporate signage on benefit invitation and program
- Table tents with corporate signage
- Opportunity to provide product & information for gala gift bags
- Five-\$1,000 scholarship to be awarded in your company's name to CN scholar

### **JOURNAL CALENDAR OF EVENTS**

- A full-page ad in gala journal

### **GENERAL**

- Signage and recognition at all official CN events during the month of November.
- Listing of Corporate logo on CN website
- Product sampling at all CN sponsored affairs.
- Inclusion in all media materials as a corporate sponsor

### **MEDIA**

- A full page ad in the Third Annual CN/El Diario La Prensa Puerto Rican Heritage Month color Supplement
- Company Logo on el Dairio La Prensa ads for the event
- Editorial piece on company participation
- Company mentioned as sponsor on Radio ads in local station – La Kalle, La Mega, Amor
- Mentioned on Community Calendar on Telemundo and Univisión

**COST: \$50,000.00**

## **SCHOLARSHIP AWARDS PROGRAM SPONSORSHIP BENEFITS**

### **SCHOLARSHIP AWARDS EVENT**

- Opportunity for corporate representative to give remarks and present scholarships
- All scholarships will be awarded in your company's name to CN scholar

### **ANNUAL BENEFIT**

- A table for ten guests
- Tasteful display of corporate logo
- Corporate signage on benefit invitation and program
- Table tents with corporate signage
- Opportunity to provide product & information for gala gift bags

### **JOURNAL CALENDAR OF EVENTS**

- A full-page ad in gala journal

### **GENERAL**

- Listing of Corporate logo on CN website
- Product sampling at all CN sponsored affairs.
- Inclusion in all media materials as a corporate sponsor

### **MEDIA**

- A 1/2 page ad in the Third Annual CN/El Diario La Prensa Puerto Rican Heritage Month color Supplement

**COST: \$25,000.00**

## **FIFTH ANNUAL CN ARTISANS FAIR & EXHIBIT EXCLUSIVE SPONSORSHIP BENEFITS**

### **FAIR & EXHIBIT**

- Corporate Signage on:
  - Fair and Exhibit save the dates
  - Fair and Exhibit invitation
  - Fair and Exhibit programs
  - Fair and Exhibit banners
- Table in exhibit area
- Full page ad in Fair program booklet
- Remarks by Corporate representative in Exhibit area

### **ANNUAL BENEFIT EVENT**

- A table for ten guests
- Tasteful display of corporate logo
- Corporate signage on gala invitation and program
- Table tents with corporate signage
- Opportunity to provide product & information for gift bags

### **JOURNAL CALENDAR OF EVENTS**

- A full-page ad

### **GENERAL**

- Signage and recognition at all CN events during the month of November.
- Listing of Corporate logo on newly created CN website
- Inclusion in all media materials as a corporate sponsor
- Product sampling at all CN sponsored affairs.

### **MEDIA**

- Company Logo on el Dairio La Prensa ads for the event

**COST: \$25,000.00**

## **16<sup>TH</sup> ANNUAL CN DAY OF COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY SPONSORSHIP BENEFITS**

- Full Page Ad in Journal Calendar of Events
- Live on air opportunity for corporate representative to invite public to donate food on Spanish language radio station
- Corporate signage on event publicity print and radio
- Tasteful display of corporate logo
- Product sampling.
- Information on corporation in food baskets delivered to the needy
- Recognition as a sponsor at all official CN events during the month of November.
- Inclusion in all media materials as a corporate sponsor

**Cost: \$5,000.00**

# **CN COMMEMORATIVE CALENDAR JOURNAL & POSTER SPONSORSHIP BENEFITS**

## **GENERAL**

- Corporate Signage on:
  - Calendar Journal
  - Poster
  - Memo & questionnaire distributed to community organizations to garner events for calendar
- Recognition as a sponsor at all official CN events during the month of November.
- Listing of Corporate logo on CN website
- Inclusion in all media materials as a corporate sponsor

## **KICK-OFF EVENT**

- Corporate representative unveils annual poster along with committee members and artist at kick-off event
- Tasteful display of corporate logo at the kick-off event.

## **JOURNAL CALENDAR OF EVENTS**

- A full-page ad

## **ANNUAL BENEFIT EVENT**

- A table of ten at the annual benefit event

## **EXHIBITION & FAIR**

- Table in exhibit area

**Cost: \$25,000.00**

## **ANNUAL SPOKESPERSON SPONSORSHIP BENEFITS**

### **ANNUAL BENEFIT EVENT**

- Corporate representative introduces and presents award to 2009 CN Spokesperson at annual event
- A table for ten guests
- Special VIP photo-op with Spokesperson

### **JOURNAL CALENDAR OF EVENTS**

- A full-page ad

### **GENERAL**

- Listing of Corporate logo on CN website
- Inclusion in all media materials as a corporate sponsor

**COST: \$15,000.00**

## **WEBSITE SPONSORSHIP BENEFITS**

### **ANNUAL BENEFIT EVENT**

- A table for ten guests

### **JOURNAL CALENDAR OF EVENTS**

- A full-page ad

### **GENERAL**

- Prime signage as CN website sponsor year round.
- Inclusion in all media materials as a corporate sponsor

**COST: \$10,000.00**

## **THE FOURTH CN EL DIARIO LA PRENSA SUPPLEMENT SPONSORSHIP BENEFITS**

### **ANNUAL BENEFIT EVENT**

- A table for ten guests

### **JOURNAL CALENDAR OF EVENTS**

- A full-page ad

### **FAIR & EXHIBIT**

- Table in exhibit area
- Full page ad in Fair program booklet
- Remarks by Corporate representative in Exhibit area

### **GENERAL**

- Prime signage as CN website sponsor year round.
- Inclusion in all media materials as a corporate sponsor

**This exclusive sponsorship package has a worth of over \$81,000.**

**COST: \$10,000.00**

**OVERVIEW OF CN SPONSORSHIP OPPORTUNITIES**

<b>1.</b>	<b>24<sup>TH</sup> ANNUAL PUERTO RICAN HERITAGE MONTH KICK-OFF CELEBRATION CN LO MEJOR DE NUESTRA COMUNIDAD AWARDS</b>	<b>\$ 15,000.00</b>
<b>2.</b>	<b>15<sup>TH</sup> CN ANNUAL BENEFIT EVENT</b>	<b>\$ 50,000.00</b>
<b>3.</b>	<b>CN SCHOLARSHIP AWARDS PROGRAM</b>	<b>\$ 25,000.00</b>
<b>4.</b>	<b>FIFTH ANNUAL ARTISANS FAIR &amp; EXHIBIT &amp;</b>	<b>\$ 25,000.00</b>
<b>5.</b>	<b>16<sup>TH</sup> CN DAY OF COMMUNITY SERVICE &amp; SOCIAL RESPONSIBILITY</b>	<b>\$ 5,000.00</b>
<b>6.</b>	<b>COMMEMORATIVE CALENDAR JOURNAL, ARTIST &amp; POSTER</b>	<b>\$ 25,000.00</b>
<b>7.</b>	<b>CN ANNUAL SPOKESPERSON</b>	<b>\$ 15,000.00</b>
<b>8.</b>	<b>CN WEBSITE</b>	<b>\$ 10,000.00</b>
<b>9.</b>	<b>4TH CN EL DIARIO LA PRENSA SUPPLEMENT</b>	<b>\$ 10,000.00</b>
	<b>GRAND TOTAL</b>	<b>\$ 180,000.00</b>