

# FIFTH ANNUAL CN ARTISANS FAIR & EXHIBIT

*Saturday, November 20, 2010,*

*Eugenio María de Hostos Community College, 1PM - 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.

# **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**