

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.

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