



**COMITÉ NOVIEMBRE...MES DE LA HERENCIA PUERTORRIQUEÑA
20TH ANNIVERSARY CELEBRATION**



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

CN KICK-OFF EVENT

Stanley H. Kaplan Penthouse, 10th Floor
(Samuel B. & David Rose Building)
70 Lincoln Center Plaza
New York City
Friday, October 27, 2006
6PM – 9PM

The Comité Noviembre -- Puerto Rican Heritage Month kick-off event honors Puerto Rican community heroes through "Lo Mejor de Nuestra Comunidad" Awards, unveils its poster and 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 "Lo Mejor de Nuestra Comunidad" award, Comité Noviembre recognizes outstanding individuals who are the unsung heroes of our community and who are making a difference in the Puerto Rican community of this country. 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. The nomination criteria and form is distributed by Comité Noviembre in early August. These individuals are honored at the kick-off celebration of Puerto Rican Heritage Month.

SPONSORSHIP BENEFITS

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 the Stanley H. Kaplan Penthouse, Lincoln Center
- Product sampling at kick-off

20TH ANNIVERSARY GALA - FRIDAY NOVEMBER 17, 2006 AT THE NY HILTON

- A table for ten guests.
- A full-page B & W ad in gala journal
- Recognition in the gala program

GENERAL

- Listing of Corporate logo on newly created 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.

TOTAL SPONSORSHIP COST: \$20,000.00

FOR MORE INFORMATION CONTACT

CARMEN A. SEPULVEDA, ACT-É MARKETING SOLUTIONS, INC., (212) 219-3934, csepulveda@act-einc.com OR
TERESA A. SANTIAGO, COMITÉ NOVIEMBRE, (914) 263-6599