



## Sponsorship Opportunities



"New York and Cartagena joined by the festival..."

# 27<sup>o</sup> Festival Independencia de Colombia

July 24<sup>th</sup>, 2011

Flushing Meadows Park, New York

Michael Bloomberg - NYC Mayor  
Adrian Benepe - NYC Parks Commissioner  
Estelle Cooper - Asst. Commissioner Queens Park  
Helen Marshall - Queens Borough President

Adolfo Sánchez - Festival General Director  
Guillermo Lozano - S - President CCC





## ABOUT CCC / ORGANIZERS

The Colombian Civic Center (Centro Civico Colombiano) was founded on June 18, 1978 by a group of Colombian friends who wanted to share and promote the culture and customs of the country in this part of USA.

Over the years has evolved and became a nonprofit organization, formed by volunteers and legally recognized as 501 (c) 3 by the U.S. A. government. Throughout the year offers educational and community services to needy Colombians and Latinos in the tri-state area (NY-NJ-CT).

Each year over 1200 Latino immigrants benefits from computer classes at different levels, English classes in 3 levels, GED in Spanish, guitar, folk dances for children and youth and Spanish for children.

Also are offered free seminars, conferences and workshops on tax issues, immigration, citizenship, health, finance, small business, arts, culture and personal growth among others.

Other traditions and customs typical of Colombia are preserved and celebrated in the organization, such as mother's day, father's day, day of love and friendship, Beauty pageant of the CCC, "Novena de Aguinaldo", Christmas crib and different regional parties.

All this has its greatest expression in the traditional "Festival Independencia de Colombia" held every year very close to our official date of independence which is July 20th. Over the years, festival became an icon and banner of our community and we're very proud of it.

## ABOUT "FESTIVAL INDEPENDENCIA DE COLOMBIA"

### (Colombia Independence Festival)

FIC was born in 1978 as a massive event for the Colombian community in tri-state area (NY-NJ-CT). Today, 27 years later, it became in the largest and most important free festival of the entire Latino community. Each year, in average more than half a million people enjoy this festive tradition on this open space to celebrate the Independence Day of Colombia.

## SPONSORS PROFILE

Companies, products or services seeking to enter or strengthen their brands in this huge market with good purchasing power.

## PARTICIPATING SECTORS

- |  |                              |                 |
|--|------------------------------|-----------------|
| ✓ Financial Services                   | ✓ Auto Dealers               | ✓ Airlines      |
| ✓ Telecommunications                   | ✓ Professional Services      | ✓ Wholesalers   |
| ✓ Real Estate in U.S. or Latin America | ✓ Insurance                  | ✓ Idioms        |
| ✓ Health Services                      | ✓ Health and Beauty Products | ✓ MLM           |
| ✓ Food                                 | ✓ Technology                 | ✓ Mass Products |
| ✓ Beverages                            | ✓ Tourism                    | ✓ Many More...  |





## OPPORTUNITY

27th. FIC is the ideal opportunity for any company to reach this huge market. Don't miss it. Come, get this and expose your company, products or services to all these potential customers. It's a win-win situation. FIC visitors come to spend the day at the festival, enjoy food, music, folklore, and find products or services to fill your needs.

## BENEFITS

In addition to advertising and promotional benefits before, during and after the festival; the day of the event have the opportunity to contact directly to consumers for any marketing or promotional activity. Also, as the CCC is a 501(3) organization, you may also benefit from tax exemptions that apply to contributions to entities classified as nonprofit.

## ATTENDEES PROFILE

Results of the 2010 Census determine that one of every six people in the United States is Latino. "Hispanic consumers are more optimistic than non-Hispanic white consumers about their own personal financial situation and about the future of the USA economy," says Don Montuori, publisher of Packaged Facts. Hispanic buying power is projected to reach \$1.3 trillion in 2015, a cumulative increase of around 25%.

Latino consumer units differ from non-Hispanic consumer units in a number of ways. Hispanic consumer units are larger, include more children, and are more likely to include multiple earners. Latinos have been responsible for an ever-growing share of consumer buying power in the United States. Packaged Facts estimates that in 2009 Latinos accounted for 9.1% of total buying power, compared to only 3.8% in 1980.

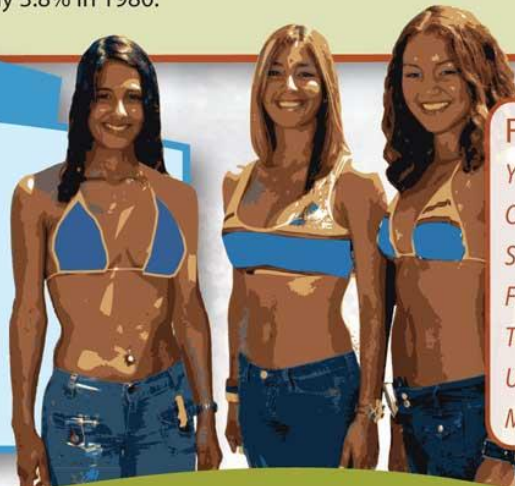
## 2011 THEME

We dedicate this year's festival to the city of New York for its multiculturalism and Cartagena for its 200 years of independence.

The theme is:  
*"New York and Cartagena joined by the festival..."*

## ATTRACTIONS

During the Festival on the stage perform the best Colombian, local and International orchestras, folkloric groups, singers of different musical genres, artists, beauty queens, actors, industry, government and community leaders. All this mixed with stands of delicious food from different regions, drinks, crafts, products and services make the festival a great day full of joy, beauty and family atmosphere at the best Latino style..



## FESTIVAL FACTS:

*Years held: 26*  
*Orchestras on stage: 131*  
*Singers and performers: 156*  
*Folk groups: 78*  
*Total attendees: over 12 million*  
*USA & Colombian Sponsors: 143*  
*Media allied: 62*

