

# **FIESTA** *in the Park* !

[apfiesta.com](http://apfiesta.com) ARLINGTON

**Sunday July 17, 2011 | 11:30AM – 5:30PM**

**10 Year  
Anniversary  
Celebration!**



**10<sup>th</sup> Annual Celebration of "Fiesta In The Park" At Arlington Park!**  
**2011 Sponsorship Opportunities**

# Where's The Fiesta?!

**ARLINGTON**

Arlington Park Racecourse

2200 West Euclid Avenue

Arlington Heights IL 60006

[www.arlingtonpark.com/visit/maps-directions](http://www.arlingtonpark.com/visit/maps-directions)





## 10<sup>th</sup> Annual “Fiesta In The Park” at Arlington Park... The Largest Suburban Latino Festival In The Chicago Suburbs!

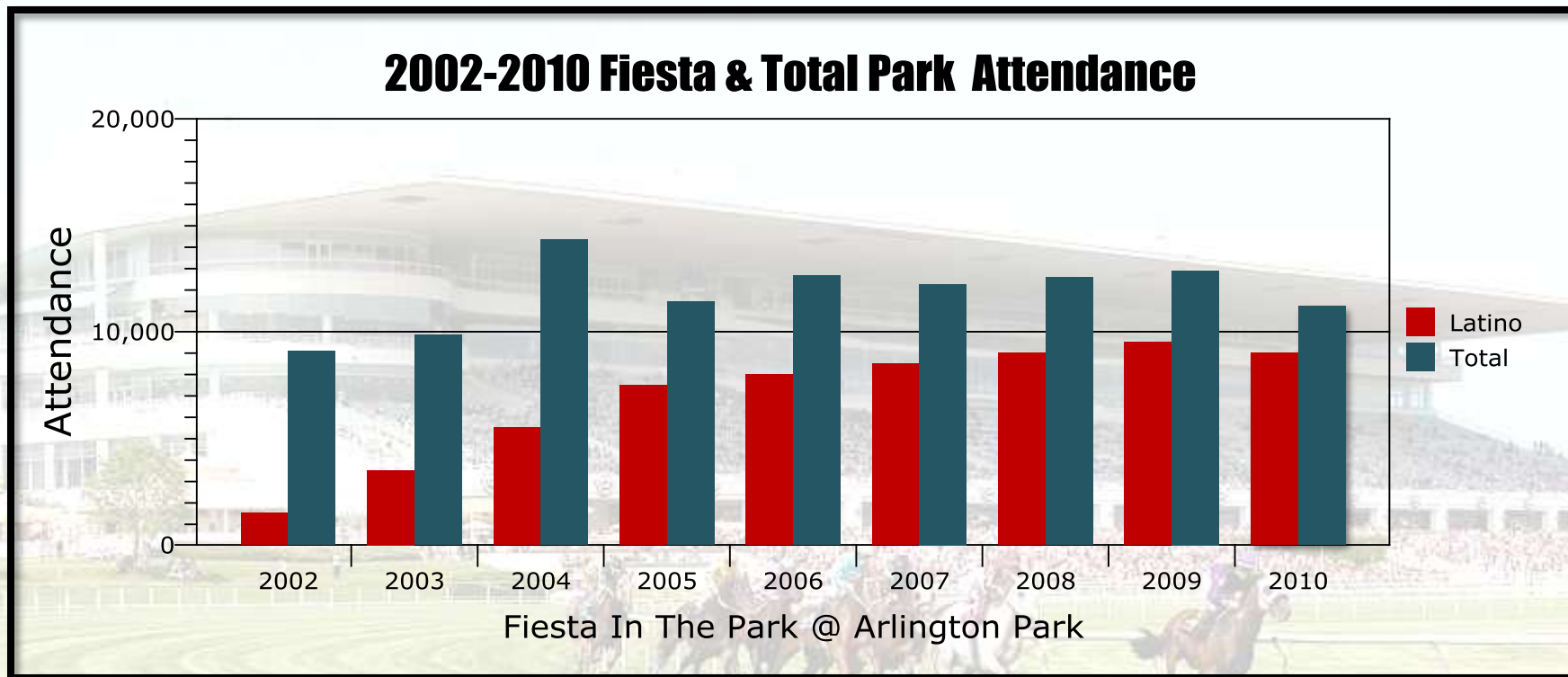
**Sunday July 17, 2011** will mark the 10<sup>th</sup> celebration of Fiesta In The Park. Located in the heart of the fastest growing suburban Latino communities, this venue provides an excellent **experiential marketing** platform to brand and engage your prospects and clients—Latino Style!

2010 Census: *“Minorities accounted for all growth among the total state population in Illinois and Hispanics contributed 72% of all minority growth in the state (2,027,578 Hispanics).”*

- Portada Magazine 2/22/11



# Celebrating Ten Years Of Latino Heritage & Thoroughbred Horseracing!



Currently, the three year average total attendance for Fiesta In The Park is 12,215 with an average of 9,167 Latino attendees (75% of attendees have been Latino).

The bilingual format provides a family-friendly entertainment venue for the entire community to enjoy the rich traditions of Latino heritage and thoroughbred racing!

# Gates Open at 11:15AM with Música... Food... Dancing... Horse Racing... Y Mas!

*Fiesta In The Park* distinctively melds the rich traditions of Latin America with Thoroughbred Horseracing, including:

- Folkloric Dance groups
- Latino Jockey Autographs
- Face Painting for kids
- Petting Zoo
- Live Salsa Music
- Latino Celebrity Guests
- Mariachi Band
- Latin American Food



## Arlington Park: Over 3 hours of “Inter-FaceTime”

This unique venue melds the rich traditions of thoroughbred horseracing with a day long **Fiesta**—offering sponsors over three hours of quality prospecting time between the races (all sponsor exhibit space is embedded inside the park—trackside!).

Arlington Park **Fan Facts**: 82% own their home; 75% earn +\$50K; 50% Are Between 39-59 Years Old; 44% Are Women; 36% Are Families With More Than One child.



# Fiesta Multi-Channel Promotions.... Print, Online, Radio, Direct Mail y Mas!

*Fiesta In The Park* utilizes various promotional channels for the Sunday July 17, 2011 all-day event including:

- Latino Newspaper Advertising Campaign
- Radio promotions coupled with onsite appearance
- Direct Mail Campaign (30,000 Latino households)
- Dedicated micro-site [www.apfiesta.com](http://www.apfiesta.com)
- Online cross promotions with Arlington Park
- Print promotions in Arlington Park Daily Racing Guide
- Venue Fiesta Banners with sponsor branding
- 30-second “Jumboscreen” Video ads (Gold/Platinum Levels)



[www.arlingtonpark.com](http://www.arlingtonpark.com)



[www.arlingtonparklive.com](http://www.arlingtonparklive.com)



[www.apfiesta.com](http://www.apfiesta.com)



# Fiesta Sponsorship Opportunities

## Bronze Sponsor

- Exhibit Area: 10'x10'
- QTR Page Program Ad | Banner Logo | 4 VIP Passes

## Silver Sponsor

- Exhibit Area: 10'x10'
- HALF Page Program Ad | Banner Logo | 6 VIP Passes
- Logo In Print Ads & Direct Mail (30K homes)

## Gold Sponsor

- Exhibit Area: 10'x10' (+1 Vehicle In Park)
- FULL Page Program Ad | Banner Logo | 8 VIP Passes
- Logo In Print Ads & Direct Mail (30K homes)
- **30-second "Jumboscreen" Video ads**

## Platinum Sponsor (Category Exclusive)

- Exhibit Area: 10'x20' (1 Vehicle In Park, 1 Vehicle at Gate)
- FULL Page Program Ad | Banner Logo | 12 VIP Passes
- Logo In Print Ads & Direct Mail (30K homes) | Store Posters
- **30-second "Jumboscreen" Video ads | 60-second info-videos**
- **Customized activation (.i.e. product/collateral dist. at gates)**
- **Category Exclusive Sponsor | First rights for Fiesta 2012**

# Sampling of Legacy Fiesta Sponsors...

Chicago Fire Soccer

American Airlines

Harris Bank

Coach USA

Pepsi

Hoy Newspaper

NW Community Hospital

Verizon Wireless

Mega Radio

Pace Transit

Harper College

State Farm Insurance

Roosevelt University

Reflejos Bilingual Journal

Kia Motors

Univision Radio

Rasmussen College

Harley Davidson Motor Cycles

NASCAR Racing

Toyota

US Cellular

Chevrolet

Bank of America

Telemundo



**YOUR BRAND @ FIESTA 2011!?**



**Sunday July 17, 2011...**

**It's Off To The Races—Latino Style!**



**To Join Us In “The Winners Circle” Contact:**

**Jerry Campagna | 224.217.8741**

**[jcampagna@themostinc.com](mailto:jcampagna@themostinc.com)**