



HISPANIC MARKETING OPPORTUNITIES

Fiesta Broadway 2009

Date: Sunday, April 26, 2009
Location: Los Angeles, California
Attendance: 500,000+
Sponsors: AT&T, Albertson's, Home Depot
Event highlights: Largest 1-day Cinco de Mayo celebration in the US
36 square blocks of vendors, games, entertainment
2008 Performers: El Flaco, Tony Dize, Pilar Montenegro, Patrulla 81, A.B Quintanilla, Kat DeLuna, Cruz Martinez, Ramon Ayala

Screen Package: Total 100 30-second spots
Print Package: Viva La Fiesta Magazine-the Fiesta Broadway official program guide-100,000 distributed for free



Fiesta del Sol 2009

Date: July 30- August 2, 2009
Location: Chicago, Illinois: Pilsen neighborhood
Attendance: 1.3 million
Sponsors: Coca-cola, American Airlines, McDonald's
Event highlights: Largest event of its kind in the Midwest
Screen Package: Total 400 30-second spots
Print Package: Viva La Fiesta Magazine-the Fiesta Del Sol official program guide-100,000 distributed for free



Fiestas Patrias 2009

Date: September 12-13, 2009
Location: Los Angeles, California: Placita Olvera
Attendance: 250,000
Sponsors: Bank of America, Macy's, Bridgestone
Event highlights: Los Angeles' Mexican Independence Day festivities
Screen Package: Total 200 30-second spots
Print Package: Viva La Fiesta Magazine-the fiestas Patrias official program guide-100,000 distributed for free



**For pricing and more information please call
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