

A DAY OF LATIN JAZZ
UN DIA DE JAZZ LATINO

October 7, 2004

Dear Exhibitor/Vendor/Sponsor:

“**A DAY OF LATIN JAZZ**”, the newest event to be produced as part of North’s Lakeside Concert Series will be held November 6, 2004 from 2:00 p.m. until 8:00 p.m. at Miami Dade College’s North Campus. What better place to host “**A DAY OF LATIN JAZZ**” than the college that enjoys the largest Hispanic student enrollment in the nation!

“**A DAY OF LATIN JAZZ**” will draw multi-cultural crowds from all over South Florida featuring internationally renowned musicians **Arturo Sandoval, Ed Calle, PALO, Arturo Fuente, and Negróni’s Trio** backed by the 23 member Fuego Caliente Big-Band. In addition to the hot Latin Jazz, the day will present International cuisine, street vendors, and an art show on the beautiful lakeside North Campus of Miami Dade College.

The North Campus is centrally located to thousands of residents in Miami-Dade and Broward counties. We feel that a free event of this kind is an incredible opportunity to reach targeted audiences. In fact, no other Miami-Dade County event of this quality and genre has been produced north of Coral Gables in years! A targeted marketing plan has been developed that will reach South Florida residents and the over 160,000 students enrolled at Miami Dade College.

I cordially encourage you and your company to become an exhibitor/vendor/sponsor and join us on Saturday, November 6th, 2004 where thousands of families will convene for “**A DAY OF LATIN JAZZ**”.

Exhibitors/Vendors/Sponsors will have the opportunity to display and offer your services throughout the concert site. The exhibit hours will be from 1:00 p.m. to 8:30 p.m. The exhibitor rate and sponsor opportunities are attached with an application for your convenience.

Exhibitor/food vendor space is limited. Sponsorships and vendor applications will be confirmed on a first-come, first-served basis, based on availability. I look forward to receiving your completed application form in the very near future!

If you have any questions or need additional information, please feel free to contact me at 305-237-1141.

Sincerely,

Cristina Mateo
Dean for Administration
Miami Dade College
11380 N.W. 27th Ave
Miami, Florida 33167



NORTH'S LAKESIDE CONCERT SERIES

November 6, 2004

"A DAY OF LATIN JAZZ"

NORTH'S LAKESIDE CONCERT SERIES

CORPORATE SPONSORSHIP LEVELS

\$25,000

(Major Sponsor)

Named as major sponsor on all promotional materials, exclusivity on corporate product or service, logo placement, approved sponsor banner on stage, sponsor recognition on official poster, exhibit space at two locations of choice, logo placement on poster size signs outlining the event program, 20 VIP passes, logo placement on street pole banners, included as a major sponsor on all press releases, sponsor recognition through scheduled electronic media interviews, one scholarship under sponsor's name.

\$10,000

(Artist Sponsor)

Sponsor recognition during the event in between performances at presenting sponsor of Artist of choice, exclusivity on corporate product and/or service, named as major sponsor of one of the performing artists, logo placement on promotional materials, approved sponsor banner at approved concert site, exhibit space at one location of choice, included as an Artist Sponsor on all press releases, logo placement on poster size signs outlining the event program, 10 VIP passes, sponsor recognition through scheduled electronic media interviews.

\$5,000

(VIP Area Sponsor) (Exhibitor/Food Vending Area)

Sponsor recognition during the event, major sponsor of one of the following event venues (VIP Area, Exhibit/Food Vending Area), logo placement on selected promotional materials, approved sponsor banner at approved sponsored site, exhibit space at one location of choice, included as an official event sponsor on all press releases, logo placement on poster size signs outlining the event program at sponsored site (VIP or Exhibit/Food Vending Area, 4 VIP passes.

MEDIA SPONSORSHIP LEVELS

Official Spanish TV Station of the Event
Official English TV Station of the Event
Official Spanish Radio Station(s) of the Event
Official English Radio Station(s) of the Event
Official Print Media Sponsor(s) of the Event

Recognition as an official media sponsor of the event, exclusive media sponsor on selected sponsorship category, logo placement on promotional materials, approved sponsor banner at approved concert site, exhibit space at a location of choice, included as an official sponsor on all press releases, logo placement on poster size signs outlining the event program at concert site, 10 VIP passes, sponsor recognition on corresponding media spot promoting the event. Logo placement on promotional poster.



SPONSOR APPLICATION

NORTH'S LAKESIDE CONCERT SERIES

November 6, 2004

NORTH'S LAKESIDE CONCERT SERIES

Company/Organization _____

Address _____

City, State, Zip _____

Type of business _____

Contact name _____

Business phone _____ E-mail address _____ Fax _____

____ Yes, as an OFFICIAL SPONSOR my company/organization will commit to:

_____ Major Sponsor \$25,000 Donation

_____ Artist Sponsor \$10,000 Donation

_____ VIP Area Sponsor \$ 5,000 Donation

_____ Media Sponsor \$ As per agreement

_____ Scholarship Donation \$ _____

_____ Check Check # _____ Amount \$ _____ Payable to: Miami Dade College

OR

_____ Credit Card (fax this form to (305) 237-8031) _____ VISA

Card #: _____ Expiration date: _____ Name on card: _____

Signature: _____ Date: _____

E-MAIL INQUIRIES: rdewitt@mdc.edu or mmateo@mdc.edu PHONE INQUIRIES: (305) 237-1505



ARTIST / EXHIBITOR / FOOD VENDOR APPLICATION

NORTH'S LAKESIDE CONCERT SERIES

November 6, 2004

NORTH'S LAKESIDE CONCERT SERIES

Company/Organization _____

Address _____

City, State, Zip _____

Type of business _____

Contact name _____

Business phone _____ E-mail address _____ Fax _____

____ Yes, as an exhibitor and/or food vendor my company/organization will commit to:

		<u>Fee</u>
_____	Artist / Organization Exhibitor	\$100
_____	Food Vendor	\$200
_____	Electricity	\$50

Need electricity ____ yes ____ no Need table(s) ____ 1 ____ 2

Describe proposed exhibit/food vending: _____

_____ Check Check # _____ Amount \$ _____ Payable to: Miami Dade College

OR

_____ Credit Card (fax this form to (305) 237-8031) ____ VISA

Card #: _____ Expiration date: _____ Name on card: _____

Signature: _____ Date: _____

E-MAIL INQUIRIES: rdewitt@mdc.edu or mmateo@mdc.edu PHONE INQUIRIES: (305) 237-1505

