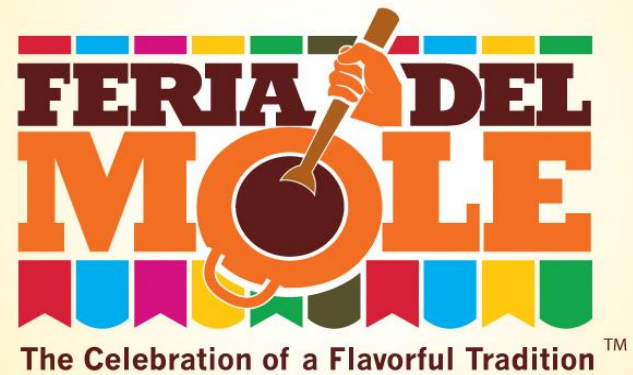




The Celebration of a Flavorful Tradition™



Origins

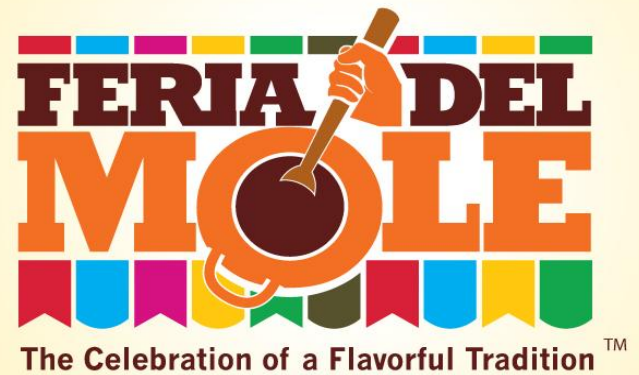
This culinary event originates from Puebla, Mexico where the very first Mole tasting fair was held during colonial times. It has since expanded to most of the Mexican republic.

This event was the highlight of the year not only for the town, but also for the state. It's still one of the main pillars of the economy. As families visit San Pedro from through out Mexico as well as abroad to taste the exquisite home spun mole recipes. I felt it was a given to hold our very own Feria Del Mole in Cicero. Cicero is the focal point of a Mexican American community with a strong work ethic centered on the family, church and school.

La Feria Del Mole has become one of the main cultural and the only culinary activity in the Cicero /Chicago communities. La Feria Del Mole grows bigger every year. In 2008, it attracted spectators and participants ALL BY WORD OF MOUTH!.

La Feria del Mole is design to allow patrons to compete in the annual event by submitting and preparing their own mole recipes. A panel of judges determines the winner and they are awarded a series of prizes including cash.

A portion of the proceeds from the event will be donated to Families with Autism through CEPA, a 501 (c) 3 not-for-profit organization focusing on Dolphin-Assisted therapy.



Mole A Bit of History

The word mole comes from the Aztec word "molli", meaning concoction, stew or sauce. To the uninformed, mole is a Mexican chocolate sauce. In Mexico, mole is a hundred dishes in a hundred homes: It varies not only from region to region but also from town to town. In general, there are three kinds of Mole: Mole Rojo, Verde and Poblano, which is the most famous of the three. As its name suggests, it comes from the Mexican state of Puebla. The Mole Poblano is a complex dish carefully woven together using dried chiles, nuts, seeds, vegetables, spices and chocolate (preferably ground and toasted cacao beans). While mole is a traditional dish prepared to CELEBRATE SPECIAL OCASIONS it is also served as the main course of many family dinners.



Event Details

A one day, high-energy, educational, entertaining event offering the opportunity to interact with companies whose products and services target Hispanic women and their families.

Date: Sunday, August 30, 2009

Location: Cicero Community Park -35th and Laramie Ave.

Type: Outdoor Festival

Time: 12N –9PM

Attendance (estimate): 5,000

Admission: Free

Tasting Fee \$5.00

Live Music

Carnival Rides and Kids Entertainment

Appearances by radio celebrities

Workshops

Date, Time and Location are subject to change

Sponsorship & Marketing Opportunity

Target Hispanic resident and surrounding areas in a relaxed, friendly, non-threatening environment. Form a direct handshake with this large crowd of families, as you visibly support the community

Gender: 61% Female, 39% Male

Age: 97% Age 21-55

Employment: 63% Total Employed

Household Income:

66% HHI \$40,000+

41% HHI \$50,000+

Average HHI: \$68,000

Language:

32% Spanish Dominant

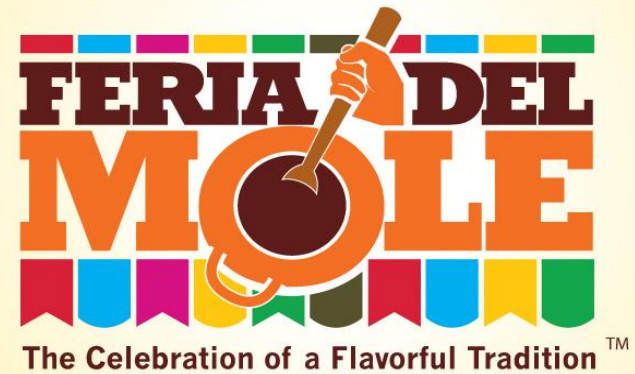
52% Spanish/English Equally

Online Profile*:

86% Internet access at home**

51% Online 5+ hours per week

20% spent \$500+ on Internet purchases in the past year

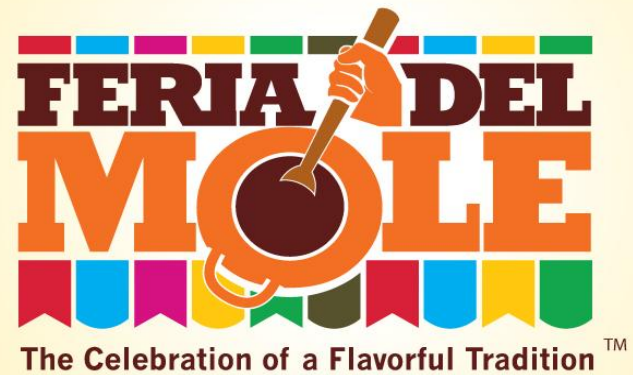


SPONSORSHIP BENEFITS

Supporters of this event benefit through targeting the receptive audience of La Feria Del Mole as a means to enhance their bottom lines with increase exposure, surveying, sampling, and product branding. The annual event is design to provide sponsors a turn-key promotion aimed to increase sales and customer loyalty.

- Brand product association with strong Hispanic and urban market
- Fully integrated marketing opportunities-Print, Radio, TV and Internet
- Retail opportunities
- Increase promotional sales awareness

Sponsorship packages can be customized to meet a clients marketing goals and budget.



The Producers

Hispanic Cultural Marketing, Inc. is a leading special event management firm with an expertise in public relations, marketing, sponsorship sales and on-site festival management. HCM produces community events annually. HCM was established in 2004 and is a Hispanic owned and operated.

If you would like additional information on any of our festivals or specific sponsorship packages send request to:

HCM, Inc.

C/O Hugo Moreno

1647 South Blue Island Ave.

Chicago, IL 60608

Telephone (708) 715-8533

Fax (312) 666-7650

E-mail: hmoreno@hcmchicago.com

Corporate Sponsorship

Hugo Moreno

Telephone (708) 715-8433

E-mail: hmoreno@hcmchicago.com



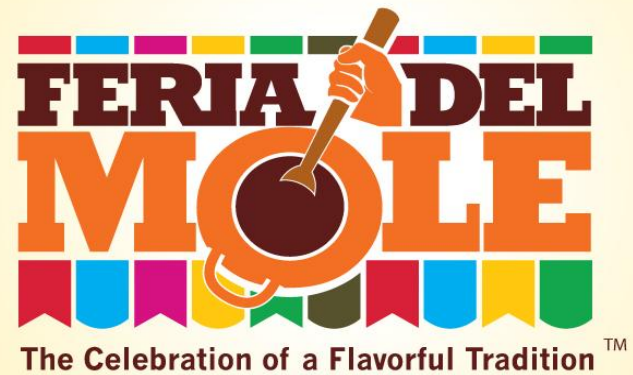
Presenting Sponsor \$5,000

Name in Title: “Presented by Your Company” and dominant logo placement where applicable in all print, and radio ads, e - blasts, collateral materials, PR, and internet

- Category exclusivity
- Workshop hosting opportunity
- Full page ad in event program (500 copies)
- Special PR release announcing event sponsor
- Name in title in radio spots
- First tier logo placement in all event related printed materials.(20K Flyers and 1,000 posters)
- A special e-blast advertising the event includes a message from your company
- Link to sponsors web site
- Selling, sampling, display and promotional rights from 10'X20' fully equipped booth
- Dominant banner placement, Fifteen on-site, including entrance gates
- Name in Title and logo included on festival welcoming banner at main entrance
- Twenty-five pre-recorded announcer mentions on-site daily
- Twenty passes to VIP tent
- Opportunity to Judge the Mole receipt contest

Sponsorship packages can be customized to meet a clients marketing goals and budget

Payment: Fifty percent(50%) of sponsorship fee is due along with signed contract. Remaining balance is due 15 days before festival date.



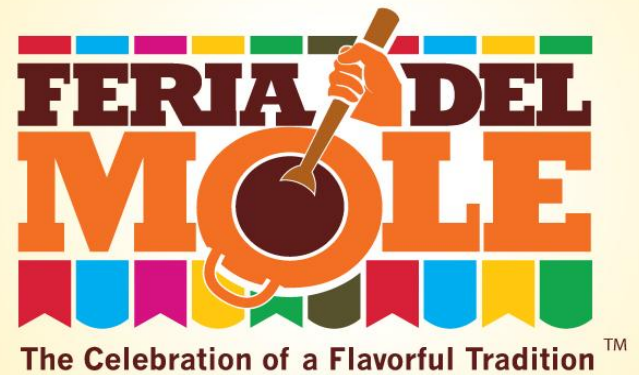
Co-Presenting Sponsor \$3,500

Naming rights to event in all media, (two available) ex: “The State Farm-Jewel Osco Feria Del Mole”

- Name in Title and dominant logo placement where applicable in all print, radio, e-blasts, collateral materials, PR, and internet
- Category exclusivity
- Workshop hosting opportunity
- Half page ad in event program (500 copies)
- Special PR release announcing sponsorship
- Name in title in radio spots
- Second tier logo placement in all event related printed materials. (20K Flyers and 1,000 posters)
- A special e-blast advertising the event includes a message from your company
- Link to sponsors web site
- Selling, sampling, display and promotional rights from 10'X20' fully equipped booth
- Dominant banner placement, Ten on-site including entrance gates
- Name in Title and logo included on festival welcoming banner at main entrance
- Ten pre-recorded announcer mentions on-site daily
- Ten passes to VIP tent
- Opportunity to Judge the Mole receipt contest

Sponsorship packages can be customized to meet a clients marketing goals and budget

Payment: Fifty percent(50%) of sponsorship fee is due along with signed contract. Remaining balance is due 15 days before festival date.

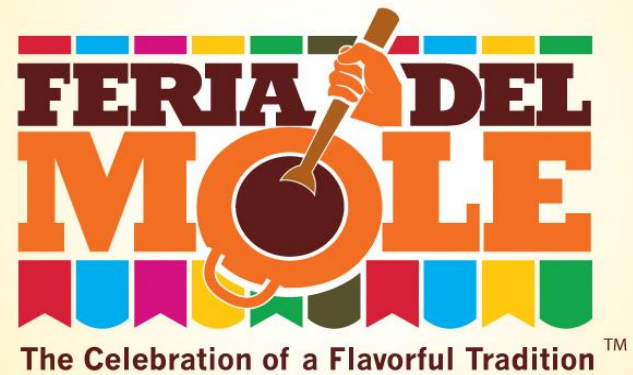


Official Sponsorship \$2,500

- Logo and link to sponsors website
- Logo placement in all print advertising, collateral materials and internet
- Sampling rights from 10'X10' furnished booth
- Two banners placed throughout event site
- Two pre-recorded announcer mentions on-site
- Five passes for VIP tent

Sponsorship packages can be customized to meet a clients marketing goals and budget

Payment: Fifty percent(50%) of sponsorship fee is due along with signed contract. Remaining balance is due 15 days before festival date.



Premium Marketing Booth Partnership

- Logo placement in all collateral material
- Sampling rights from 10'X10' furnished booth.
- One banners placed throughout event site
- Two pre-recorded announcer mentions on-site.

Investment: \$1,000

Booth only Sponsorship

- 10' x 10' booth with table and chairs

Investment: \$500

Sponsorship packages can be customized to meet a clients marketing goals and budget

Payment: Fifty percent(50%) of sponsorship fee is due along with signed contract. Remaining balance is due 15 days before festival date.