



## **BENEFITS OF SPONSORSHIP**

Hispanics in New Jersey: the highest growing market.

The state has the 7th highest Hispanic population in the US, with over 1 million Hispanics representing 30 percent of the state population.

New Jersey's Hispanic population has increased 55 percent since 2000.

Hudson County: the center of New Jersey's thriving Hispanic community.

Hudson has the largest number of Hispanics in the entire state of New Jersey

Over 60 percent of the population in the county is Hispanic.

Over 35 percent of the State's Hispanic population lives in Hudson County.

Median age is only 33.6 years old.

Hudson has over 25,000 Hispanic-owned businesses with sales in 2000 approaching \$4.7 billion. This represents over 40 percent of all businesses in the county.

Cuban-Americans: a driving force within the Hispanic community

Cuban-Americans represent the 2nd largest population group within the Hispanic community in Hudson County.

There are over 5,500 Cuban-American owned businesses in New Jersey, with \$1.5 billion in 2000 sales

Cuban-American owned businesses with a payroll represent over 30% of all Hispanic owned businesses in New Jersey and account for 35 percent of all sales for Hispanic

owned businesses. \* Derived from U.S. Census 2000

The Cuban Parade and Festival of New Jersey: an effective vehicle for promoting products and services to the Hispanic community in New Jersey

The parade has a track record of success, attracting a diverse audience and brand name sponsors.

The parade attracted between 10,000 and 15,000 participants and spectators in 2000.

In 2001, the parade attracted over 40,000 participants and spectators.

In 2002 the parade attracted more than 80,000 participants and spectators.

In 2003 the parade attracted 100,000 participants and spectators with the help of our sponsors.

In 2004 the parade attracted more than 100,000 spectators along the parade route.

In 2005 with the continued support from all of our sponsors and invited guests the parade attracted more than 300,000 spectators.

In 2006 the parade attracted more than 350,000 spectators with the support of there media, corporate and local sponsors.

In 2007 the parade attracted more than 400,000 spectators with the support of there media, corporate and local sponsors.

In 2008 with the continued support from all of our sponsors, media outlets and invited guest the parade with it's added on Festival attracted more 450,000 spectators.

In 2009 with the continued support from all of our sponsors, media outlets and invited guest the parade and Festival attracted more than half a million spectators.

In 2010 with the continued support from all of our sponsors, media outlets and invited guest the parade and Festival will attract more than half a million spectators.

### Benefits of Sponsorship

The Cuban Parade of New Jersey represents a singular opportunity for companies and institutions to market their products and services to the Hispanic community of New Jersey. The rapid growth of the Hispanic community on a national level has received substantial media attention over the past year.

New Jersey represents one of the most attractive and vibrant segments of this expanding market. Several of the most attractive segments are located in New Jersey.

The Cuban Parade of New Jersey encourages the participation of corporate and institutional sponsors.

Sponsors may select from 4 pre-designed sponsorship packages based on key commitment levels.

In addition to these packages, sponsors interested in offering services or "in-kind" contributions are also welcome.