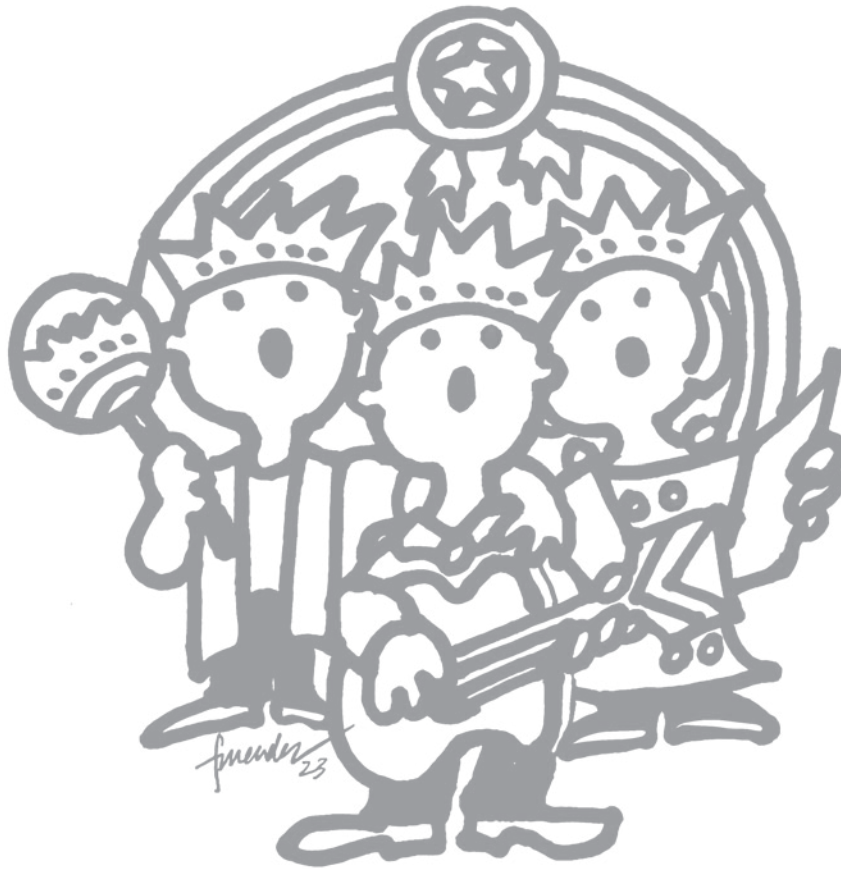




THE PHILIPPINE CHRISTMAS EXPERIENCE

AMERICAN DREAM

East Rutherford, New Jersey, USA



OPEN TO THE GENERAL PUBLIC at AMERICAN DREAM (In Court A)

Saturday, Dec. 16, 2023 • 10am

**Direct-sales bonanza for Fil-Ams
and 50,000+ shoppers of all cultures**

To Sponsor, Exhibit or Attend PASKO in America, call (212) 682-6610

email: info@fiestainamerica.com www.fiestainamerica.com

Philippine Fiesta USA, Inc.– A 501 (c) (3) not-for-profit corporation

**Admission is Free.
The Fun is Nonstop!**

Spotlight Your Brand Where Thousands of Fil-Ams Will Shop

PASKO In America 2023 will be held on Sat. Dec. 16 from 10am to 8pm in Court A of American Dream in East Rutherford, New Jersey – the second largest Entertainment Retail Center in the United States. The holiday-themed festival is an offshoot of not-for-profit Fiesta In America, the longest-running indoor Filipino event on the U.S. east coast.



We project an attendance of 15,000+ Filipinos from New Jersey, New York and nearby states (admission is free). They will be bolstered by over 50,000 consumers of all cultures who will pack American Dream for holiday shopping.



As a PASKO In America participant, your brand will be assured of the following entitlements.

As a Sponsor (depending on the sponsorship level):

- Comprehensive, multi-media brand marketing
- Your logo affixed in all e-posters and other social media ads
- Multi-media promotions through an online newsletter, one-year linkage with www.fiestainamerica.com, social media posts, press releases, etc.
- One (1) print advertisement or more in the festival publication
- Frequent shout-outs to the audience by the cultural program hosts
- Direct consumer engagement at an exhibitor table for consumer contact-collection, and for year-round online promotional outreach to attendees

As an Exhibitor:

- An exhibitor table for direct sales and consumer contact details-collection
- Listing in the official publication, including your contact details for post-event marketing

Sponsors Rate:

| | |
|-------------------|-----------|
| Platinum Sponsors | \$ 50,000 |
| Gold Sponsors | 18,000 |
| Silver Sponsors | 10,000 |
| Bronze Sponsors | 6,000 |
| Jade Sponsors | 3,500 |

Full entitlements and inclusions available upon request.

Exhibitors Rate: Booth 8ft x 6ft deep. \$1,800 with 6ft table with table cloth plus signage

Deadline: October 30, 2023 (Sponsors and Exhibitors)

To sponsor, exhibit or advertise in the journal: In the US, call Vicie at 212-682-6610 or email info@fiestainamerica.com
Nanding Mendez Phone: 917- 612-8861
sepmgzn@yahoo.com Gino Cabigao 212-961-6596
gnocabigao@gmail.com



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DECEMBER 16, 2023
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