



AMERICAN DREAM.®

LOCATED AT 1 AMERICAN DREAM WAY, EAST RUTHERFORD, NJ 07073



OPEN TO THE GENERAL PUBLIC (In Court A) No entrance fee, ensuring thousands of Fil-Am attendees plus over 60,000+ patrons of American Dream!

Sat. & Sun. Aug.17-18,2024 • 10am

**A Cultural Feast for Over 12,000 Filipinos & 60,000+
American Dream Entertainment Center visitors**

To Sponsor, Exhibit or Attend, 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!**

2024



AMERICAN DREAM®

A Daylong Bonanza for Total Consumer Contact

On Saturday and Sunday, Aug. 17-18, the same dazzling venue – American Dream Mall that hosted 2023 successful Fiesta In America edition—will be packed with a larger anticipated audience of more than 12,000 Filipinos: a goldmine for direct sales and all-around consumer engagement.

Fiesta In America 2024's captive audience is estimated at thousands of Filipinos to whom the festival is a source of cultural pride. That's not all: they will join the mall's built-in foot traffic of 60,000+ consumers of all cultures and all age groups (entrance is free).

Second in U.S. median household income

Filipino families account for Fiesta In America's key audience – your captive market. Their median household income of \$100,273 far exceeded the U.S. median of \$79,900 and ranked second among all population groups, regardless of race. Mostly college-educated and white-collar urban dwellers, Fiesta In America's attendees are prime targets for any brand.

On-the-spot sales. Year-round outreach

Fiesta In America's indoor festival model is built around music, products and other attractions unique to Philippine culture. Participating brands can avail themselves of onsite sales and contact-info collection at booths located on one floor. Brand immersion stretches into multiple media: video spots on the LED screen; ads in the magazine and E-newsletter; links with www.fiestainamerica.com. That's full consumer connection. That's Fiesta In America.



American Dream–Court A

Sponsors Rate:

Palladium Sponsors.	\$100,000
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

Deadlines: March 1, 2024 (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
Susan del Mundo Phone: (63) 919-099-6157 sdelmundo1100@gmail.com

Meet the Leaders and Influential Filipino Americans–

Reserve your seats at 2024 People's Ball

Sunday, Aug 11 • 11am, Marriott Newark Int'l Airport, New Jersey

Nanding Mendez: 917-612-8861 sepmgzn@yahoo.com

Vicie Allam: 212 682-6610 info@fiestainamerica.com

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

Sat. & Sun. Aug. 17-18, 2024 • Starts at 10am

Fiesta In America AMERICAN DREAM®

1 AMERICAN DREAM WAY, EAST RUTHERFORD, NEW JERSEY 07073 • (833) 263-7326

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