



# 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 50,000+ patrons of American Dream!

**Saturday, Aug. 19, 2023 • 10am**

**A Cultural Feast for Over 10,000 Filipinos  
and 50,000+ American Dream Mall visitors  
To Sponsor, Exhibit or Attend, Call (212) 682-6610  
email: [info@fiestainamerica.com](mailto:info@fiestainamerica.com) [www.fiestainamerica.com](http://www.fiestainamerica.com)**

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

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



2023



AMERICAN DREAM®

# A Daylong Bonanza for Total Consumer Contact

On Saturday, August 19, the same dazzling venue – American Dream Mall that hosted last year's successful Fiesta In America edition—will be packed with a larger anticipated audience of more than 10,000 Filipinos: a goldmine for direct sales and all-around consumer engagement.

Fiesta In America 2023'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 50,000+ 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](http://www.fiestainamerica.com). That's full consumer connection. That's Fiesta In America.



## American Dream–Court A

### 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

### Deadlines: Jun 10 (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](mailto:info@fiestainamerica.com)  
Nanding Mendez Phone: (917) 612 8861 [sepmgzn@yahoo.com](mailto:sepmgzn@yahoo.com)  
Susan del Mundo Phone: (63) 919-099-6157 [sdelmundo1100@gmail.com](mailto:sdelmundo1100@gmail.com)

Meet the Leaders and Influential Filipino Americans–

### Reserve your seats at 2023 People's Ball

Sunday, Aug 13 • 11am, Marriott Newark Int'l Airport, New Jersey  
Nanding Mendez: 917-612-8861 [sepmgzn@yahoo.com](mailto:sepmgzn@yahoo.com)  
Laura Garcia: [laugarcia10@yahoo.com](mailto:laugarcia10@yahoo.com)



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email: [info@fiestainamerica.com](mailto:info@fiestainamerica.com) [www.fiestainamerica.com](http://www.fiestainamerica.com)

**Saturday, Aug. 19, 2023 • Starts at 10am**

**Fiesta In America** AMERICAN DREAM®

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

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