



Attention Business' Owner(s), Manager(s) and/or Marketing agents:

My name is Pedro Caraballo, the newly appointed Sponsorships Director for NWF Boricuas Ausentes, Incorporated (NWFBBA). Each year, the organization's president, José García, along with his wife Naomi and friends from the region, produce and present the premier Caribbean theme event of the summer titled "Latin Salsa Music Festival" (LSMF). The event has been held at the Fort Walton Beach Landing every June since 2008.

The event has averaged over 4,000 in attendance since 2011 and it continues getting better. Producers are grateful of past local sponsors, responsible for the continued success of the event.

The purpose of this letter is to renew the invitation to our established friends and extend to new and potential sponsors an invitation to the 11th Annual Latin Salsa Music Festival and help make this local event, with large regional following, a complete success in 2018.

The festival is held on the third Saturday of June (this year falling on Father's Day Weekend, 06/16/18). The family oriented event has always welcomed and is attended by all ages and ethnics groups from the Florida panhandle, neighboring states, as well as visitors to our beautiful Florida's Emerald Coast who anticipate the Caribbean spiced activity with great excitement. This unique festival fills the Fort Walton Beach Landing with a day of family fun and friendships accented by local, national, and international salsa musical groups, folkloric exhibition dancers, DJ'S, family games, entertainment and the always flavorful and delicious Caribbean cuisine.

A portion of the funds raised at the LSMF is donated to the magnificent youth and services organization AMI Kids, of the Emerald Coast. Another great organization supported is "The National Bone Marrow Foundation". The organization has collected dozens of urgently needed registrant during past events.

Recapping: The 11th Annual Latin Salsa Music Festival is searching for sponsorships for the 2018 event. Please consider extending your support and at the same time putting your brand name to a great program that is enjoyed by all ages and ethnics groups of the Florida panhandle.

Another way and opportunity for businesses who wish to partake at the event is to become a vendor. Please contact us today about how you can advertise your product at the event at a very minimal wage as many has done.

The NWFBBA, Inc. is a 501(c)(3) organization (EIN: 26-4336604), which means your contribution may be tax-deductible.

Cordially,

Pedro Caraballo
NWFBBA Sponsorships Director
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