



**2011**  
**PINOY MUSIK<sup>®</sup> FESTIVAL**  
**Sun., Oct. 9 • 10am**  
**Six Flags<sup>®</sup>, Great Adventure, NJ**

## **INFORMATION KIT**

Executive Offices: Special Edition Press, Inc., 124 East 40th Street, Suite 1004, New York, NY 10016  
Phone: (212) 682-6610 Fax: (212) 682-2038 E-mail: [pinoymusikfestival@yahoo.com](mailto:pinoymusikfestival@yahoo.com)

August 2011

Dear Business Owner/ Marketing Executive:

Special Edition Press is proud to present the 2011 Pinoy Musik Festival™ -- a celebration of Filipino music and entertainment at Six Flags Great Adventure Theme Park in Freehold, New Jersey on October 9, 2011!



The Pinoy Musik Festival aims to encourage young Filipino American song artists to pursue their passion in music. By putting together a musical extravaganza targetted to attract Filipino youth, we also aim to expose young Filipinos to the wonderful music from the Philippines and encourage them to become more involved in the Filipino community through this medium.

The Pinoy Musik Festival™ will put on a Filipino entertainment extravaganza in the East Coast featuring select bands from the New York metropolitan area who will battle it out to claim bragging rights as the best Filipino band in the north east! Local performers from the region will provide a change of pace and top artist(s) from the Philippines will conclude the evening in a two-hour concert spectacular.

The Pinoy Musik Festival™ is envisioned to showcase Original Pilipino Music and provide an avenue for Filipino musicians to penetrate the mainstream market. We want to provide a bigger stage where they can display their talents and their music. By exposing them to a bigger audience, we hope to widen the reach of these young Filipinos' music. The Pinoy Musik Festival™ presents an incredible opportunity to reach the younger generation of Filipino-Americans in the Northeast. The Filipino-American community is one of the fastest growing and most affluent communities in the United States with an annual purchasing power exceeding \$52 billion! Personal interaction with the consumers continue to be the most effective marketing tool and we are happy to work with your company to participate in this year's Pinoy Musik Festival™.

We are pleased to invite your company to sponsor or advertise at this event. Attached is the 2011 Pinoy Musik Festival™ information kit that includes details about the event, sponsorship packages available, and advertising opportunities. For assistance and for more information, please contact us at (212) 682-6610 or via e-mail at [sepmgzn@aol.com](mailto:sepmgzn@aol.com).

We look forward to your participation at the Pinoy Musik Festival™!

Best regards,

Sincerely,

Milagros B. Mendez  
Executive Vice President  
Marketing & Community Relations

## Pinoy Musik Festival 2011

The Pinoy Musik Festival™ will be showcasing Pilipino Music and talents. The event will be held on October 9, 2011 at Six Flags Great Adventure, Freehold, New Jersey. Select local bands and talents will play the best Pilipino Music compositions and popular music. Top artist(s) from the Philippines will cap the night with a two-hour concert spectacular. The event will be a parade of Filipino songs and performances to celebrate the wonderful Filipino music!



## The Show of Revelry and Fun

### Live Concert Highlights

The night will end with a bang as top Filipino performers will captivate the late afternoon crowd with a two-hour concert spectacular from 4pm to 6pm!

### Food Court

Authentic Filipino delicacies will be available throughout the event. Taste the flavor of the Philippines in various cuisines, snacks, desserts, and drinks.

### Carnival and Rides for Everyone at Six Flags Great Adventure

The family, the young and young at heart will experience a field day of enjoyment from many amusement games and rides at the great Six Flags Great Adventure throughout the day.

### Souvenir Journal

A souvenir program with profiles on artists and bands, Philippine entertainment news, weekend schedule, list of sponsors, and other articles regarding the Filipino music scene will be distributed for free to all attendees. This is a great opportunity to be in a publication that will be brought home and be read in multi-generational Filipino households.

### Expose Your Brand, Stand Out From The Rest!

The Pinoy Musik Festival™ is a great avenue to reach the Filipino-American market. Slots for marketing displays are limited to sponsors, thus maximizing the sponsor's visibility. Each sponsor will be given creative freedom with the design and layout of their booths. This is your chance to present products and services to a receptive audience. Among the benefits of each sponsor are:

- High profile recognition in over 100,000 pre-event promotional and advertising materials.
- Enhanced company visibility in the venue.
- Video advertisement spots on the big screen on-stage.
- Logo and hyperlink in the Pinoy Musik Festival website.
- Reach an extremely targeted demographic.

## Marketing and Promotional Strategy

Special Edition Press, Inc. aims to raise market awareness of the Pinoy Musik Festival™ by advertising in multiple media formats. The organizers will conduct an intensive marketing strategy for the Pinoy Musik Festival™ that includes the following:

1. Over 1,000 promotional posters will be displayed across the regions in strategic locations that Filipinos frequent.
2. Over 100,000 promotional materials will be distributed and mailed.
3. Print advertisements in all major Filipino newspapers in the region.
4. Television advertisements on Filipino television assuring the widest audience reach in Filipino households.
5. The official Pinoy Musik Festival™ website will feature up-to-date event information, profiles of artists, press releases, and media samplers in order to promote the festival.
6. The Pinoy Musik Festival will enhance its online presence by having a profile in online social networking sites.
7. The Pinoy Musik Festival™'s online strategy will be placement of promotional videos in various on-line media websites such as YouTube.
8. Community involvement forms the core of our grassroots marketing strategy.



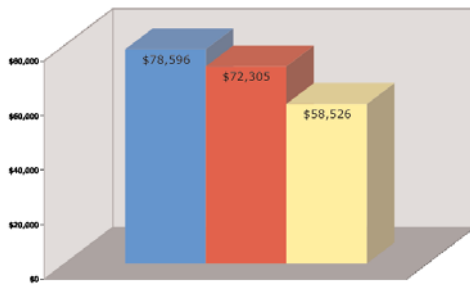
## Filipino Demographic

One of the fastest growing groups in the United States, the 2006 American Community Survey of the U.S. Census Bureau places the Filipino American population at over 2.3 million. Actual number is estimated to be much higher since it is expected that many Filipinos do not participate in Census surveys. It constitutes one of the most attractive markets today collectively boasting over \$52 billion in purchasing power. It is one of the most affluent ethnic groups in the nation and holds a more favorable economic profile than the non-hispanic white population.

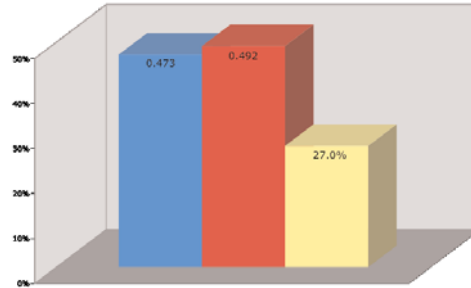


■ Filipino ■ Asian ■ US

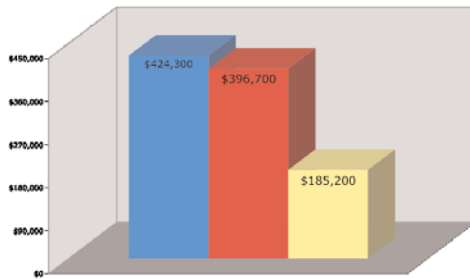
Average Household Income



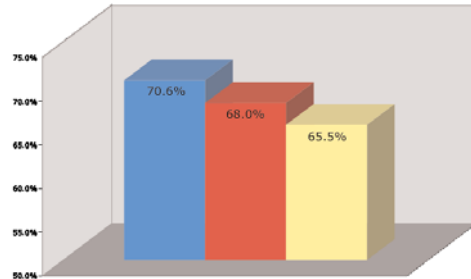
Percentage of Population with Bachelor's Degree



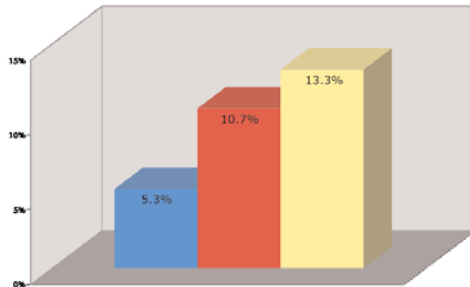
Average Home Value



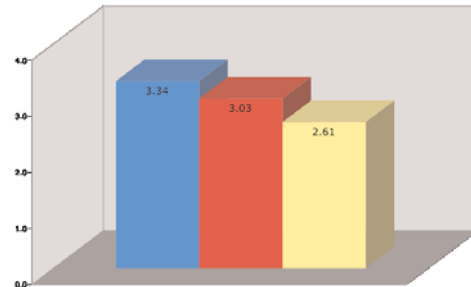
Population over 25



Poverty Rate



Average Household Size



Source: 2006 American Community Survey, US Census Bureau

**Platinum Sponsor - \$10,000**

1. Designation as the title sponsor of the event.
2. Company name/logo to be placed before the event name in all promotional materials including posters, direct mailers and tv commercial tags.
3. Back cover advertisement on the souvenir journal for the event.
4. Ten (10) sponsor badges and twenty-five (25) general admission tickets.
5. Additional entitlements may be discussed as long as these entitlements do not incur additional expenses to Special Edition Press, Inc.

**Gold Sponsor - \$5,000**

1. Designation as the co-presenting sponsor of the event.
2. Company name/logo to be placed after the title sponsor and before the event name in all promotional materials including posters, flyers, direct mailers, television commercial tags.
3. Inside front or inside back cover advertisement on the souvenir journal for the event.
4. Five (5) sponsor badges and twenty (20) general admission tickets.
5. Additional entitlements may be discussed as long as these entitlements do not incur additional expenses to Special Edition Press, Inc.

**Silver Sponsor - \$2,000**

1. Designation as a theme sponsor of the event.
2. Company name/logo to be included in promotional materials including posters, flyers, and direct mailers.
3. Full page premium advertisement on the souvenir journal of the event.
4. Five (5) sponsor badges and fifteen (15) general admission tickets.

**Minor Sponsor - \$1,000**

1. Company name/logo to be included in promotional materials including posters, flyers, and direct mailers.
2. Full page black and white advertisement on the souvenir journal of the event.
3. Two (2) sponsor badges and five (5) general admission tickets.

**Artist Sponsor - \$500**

1. Four (4) general admission tickets.
- Note: This sponsorship does not have an exhibit space entitlement but items 2-4 below are included.

*In addition, all sponsors are entitled to the following:*

1. Exhibit space in the venue to promote sponsor's products and services.
2. Sponsor logo and hyperlink to sponsor website on <http://www.pinoymusikfestival.com>.
3. Sponsor logo display in the venue.
4. Acknowledgement as sponsor on-stage.

**TERM OF PAYMENT**

Upon signing of sponsorship confirmation below. Please make check payable to: Special Edition Press, Inc. If paying by credit card, please provide the following information.

Type \_\_\_\_\_ Account No.: \_\_\_\_\_ Expiration: \_\_\_\_\_  
 Account Name & Address: \_\_\_\_\_ Signature: \_\_\_\_\_

**SPONSORSHIP CONFIRMATION**

To: Special Edition Press, Inc.  
 124 East 40th Street, Suite 1004, New York, NY 10016

This is to confirm our participation as \_\_\_\_\_ (Platinum, Gold, Silver, Minor or Artist) sponsor for the 2011 PINOY MUSIK FESTIVAL on October 9, 2011 for the package of \$ \_\_\_\_\_.

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Authorized Signatory: Name in Print: \_\_\_\_\_  
 Signature: \_\_\_\_\_



# EXHIBITOR BOOTH CONTRACT



COMPANY \_\_\_\_\_  
 CONTACT NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

## AGREEMENT

The company above (hereafter called the 'exhibitor') hereby contracts for space(s) at Pinoy Musik Festival™ to be held at the Great Adventure, New Jersey on May 14, 2011 as follows.

_____ 1 unit regular	(10 ft x 10 ft)	\$ 600
_____ 2 units regular	(20 ft x 10 ft)	\$ 1000

The booth fee includes *outdoor* booth space, eight (8) feet draped table, two (2) chairs, one (1) garbage basket, sign board name, and two (2) exhibitor badges. The booth fee does not include drayage, electricity, gas, water, telephone line, and business licenses. Electricity and phone lines can be ordered separately. Exhibitors may hand carry small packages, pop-up displays, and desktop computer equipment provided it can be done without the use of a forklift, flat cart, or a dolly in one trip only from a designated parking area.

In addition to the furnitures that come with the booth, my company will need the following (*please send me costs*):

- |   |   |
|---|---|
| <input type="checkbox"/> Electrical Service, # of outlets _____ | <input type="checkbox"/> Chairs, Qty _____                |
| <input type="checkbox"/> Phone Lines, # of lines _____          | <input type="checkbox"/> Waste Baskets, Qty _____         |
| <input type="checkbox"/> 8' x 30" Table with skirt, Qty _____   | <input type="checkbox"/> Drayage Service, # of lbs. _____ |

**Product(s)/Service(s) to be exhibited:** \_\_\_\_\_

I certify that all products to be displayed in our exhibit stand are manufactured by the above mentioned company and are available for retail and wholesale distribution. I agree that my company will not sublet, resell, or permit the use of any part of exhibit space by any other organization or individual. I further agree that I have read the rules and regulations governing the show as listed in the back of this contract and agree on behalf of the above company to be bound by said rules and regulations.

Signature **X** \_\_\_\_\_  
 Name in Print \_\_\_\_\_  
 Title \_\_\_\_\_  
 Date \_\_\_\_\_

Accepted by:

FERNANDO M. MENDEZ or  
 MILAGROS B. MENDEZ  
 President & Executive Vice President  
 Special Edition Press, Inc.

## PAYMENT INSTRUCTIONS

Payment in full must accompany this contract. Please make check or money order payable to Special Edition Press, Inc. and mail along with this form to 124 E 40th Street, Suite 1004, New York, NY 10016. For Philippine-based exhibitors, this contract must be faxed to (212) 682-2038 and payment in full must be remitted through Western Union payable to Special Edition Press, Inc., c/o Milagros B. Mendez, 124 E 40th Street, Suite 1004, New York, NY 10016. Proof of remittance must be sent with this contract.

**TOTAL AMOUNT ENCLOSED:** \_\_\_\_\_

**ASSIGNED BOOTH NO.** \_\_\_\_\_

For Office Use Only:
_____
Agent's Name & Signature
_____
Date Submitted
_____

*If paying by credit card, please provide the following information:*

**Credit Card:**  Visa  Mastercard  Amex  Discover

**Name** \_\_\_\_\_

**Account Number** \_\_\_\_\_

**Expiration** \_\_\_\_\_ **Signature** \_\_\_\_\_

**Pinoy Musik Festival™ Journal**

The Souvenir Journal features related articles about the event. It will be distributed for free 10 days before the event at major Filipino establishments and at the door during the event.

<b>Cost:</b>	<b>B &amp; W</b>	<b>Full Color</b>
<input type="checkbox"/> <b>Inside Full Page</b>	<b>\$150.</b>	<b>\$450.</b>
<input type="checkbox"/> <b>Premium Full Page</b> <i>(First 10 pages starting Page 5 &amp; last page)</i>	<b>250.</b>	<b>600.</b>
<input type="checkbox"/> <b>Inside Back/Front</b>	<b>1,000.</b>	<b>1,250.</b>
<input type="checkbox"/> <b>Back Cover</b>		<b>2,500.</b>



*(Based on finished artwork, ready for printing.)* Finished artwork

*(black & white only)* in the correct size will be accepted without additional charges.

**Production Charges:** *Typesetting or other preparation work will be billed separately to the advertiser at a rate of \$70.*

**MECHANICAL REQUIREMENTS:**

Print ad copy size is: **8" x 10 1/4"**. Final art must be submitted on digital form with proofs in color or black & white. Preferred format is high resolution PDF or JPEG.

**DEADLINES:**

**Advertiser Sign-up: September 15, 2011      Material Submission: September 20, 2011**

Payment must be made in U.S. currency and in full upon submission of contract.

**Special Edition Press, Inc. reserves the right to review, alter, or reject any advertisement.**

**CONTACTS:**

**Mila Mendez**    Mobile (917) 340-6262    Office (212) 682-6610    Fax (212) 682-2038    E-mail: milamendez@aol.com

**Richard C. Allam**    Mobile(347) 832-8563    Office (212) 682-6610    Fax (212) 682-2038    E-mail: Chardrca@gmail.com

**ADVERTISING CONTRACT:**

I would like to place an advertisement in the **Pinoy Musik Festival™ 2011 Journal**.

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Print Ad Size:** \_\_\_\_\_ **Cost:** \_\_\_\_\_

**Video Ad Title:** \_\_\_\_\_ **Frequency/day** \_\_\_\_\_ **Cost** \_\_\_\_\_

*Make check payable to Special Edition Press, Inc. If paying by credit card, please provide us with the following information:*

Check or Money Order Closed     Credit Card     Visa     Mastercard     Amex     Discover

Name: \_\_\_\_\_ Total Amount \_\_\_\_\_

Account Number: \_\_\_\_\_ Expiration \_\_\_\_\_ Signature: \_\_\_\_\_

For Office Use Only:	
Agent's Name & Signature _____	Date Submitted _____

## The Company

The Pinoy Musik Festival™ is produced by the Staged Events Division of Special Edition Press, Inc.

Special Edition Press, Inc. is a multimedia corporation that operates a publishing house, graphics design studio, and staged events presentations. Established in 1994, the Staged Events Division has produced blockbuster concerts, performances, and events throughout the tri-state area.

The company aims to provide an avenue for mainstream businesses to reach the fast-growing and very strong Filipino American market and connect Filipino businesses to the mainstream market in the United States while demonstrating the best in Filipino culture and traditions. It is the goal of Special Edition Press to not only showcase Filipino music and culture but also provide an avenue for Filipino talents to shine outside of the Philippines.

Special Edition Press offers grassroots marketing services, graphic design services, creative services (copywriting, ad layouts, storyboards, slide presentations, art work), printing services (pre-press, color separation, and printing), and production of newspapers, magazines, journals, brochures, posters, packaging designs, calendars, and other collateral materials.

For more information, please call Special Edition Press, Inc. (212) 682-6610 or email: [sepmgzn@aol.com](mailto:sepmgzn@aol.com) Special Edition Press, Inc.  
124 East 40th Street, Suite 1004, New York, NY 10016 Fax: (212) 682-2038

## Directions to Six Flags Great Adventure and Safari

Enjoy a thrilling experience that's practically in your own backyard. Six Flags Great Adventure & Wild Safari is conveniently located off I-195 in Jackson, NJ between New York City and Philadelphia. Address: 1 Six Flags Boulevard Jackson, NJ 08527

### WITHIN NEW JERSEY

Take NJ Turnpike to exit 7A, I-195 east to exit 16A or Garden State Parkway exit 98, I-195 west to exit 16, then one mile west on Rte. 537 to Six Flags.

### FROM PHILADELPHIA

Take the Ben Franklin Bridge to Route 38 east. Take NJ Turnpike north to exit 7A to I-195 east or Route 295 north to I-195 east. Exit at 16A, then one mile west on Rte. 537 to Six Flags.

### FROM NEW YORK

Take the George Washington Bridge, Lincoln Tunnel or Holland Tunnel to NJ Turnpike south to exit 7A. Proceed on I-195 east to exit 16A, then one mile west on Rte. 537 to Six Flags.

### FROM THE JERSEY SHORE


Route 138 West or Garden State Parkway exit 98, to I-195 west to exit 16, then one mile west on Rte. 537 to Six Flags.

### MASS TRANSIT

NJ TRANSIT offers express bus service to the park from New York City, Newark, Camden and Philadelphia, PA. via the 308 and 318 lines. Local bus service is also available on the #307 bus line from Freehold, NJ with connections in Freehold from other bus lines. For a current operating schedule, call (800) 772-2222 in New Jersey. Outside of New Jersey, call (800) 626-7433 or (800) 772-2287 (TAT).

For GPS Devices that do not recognize our address (1 Six Flags Blvd.), please try "599 Monmouth Rd." and follow the signs to Six Flags Great Adventure.





Great Adventure & Wild Safari, New Jersey

HOME RIDES SAFARI ENTERTAINMENT EVENTS FOOD & FUN

Tickets Season Passes



**2011 PINOY MUSIK FESTIVAL**  
 Sun., Oct. 9 • 10am  
 Six Flags®, Great Adventure, NJ

PRINT EMAIL



**2011 DAILY TICKETS  
 ONLINE OFFER — \$36.99**

Buy your Six Flags tickets here and print them at home. Even better, you'll save \$23 on the price of each admission. Tickets are valid throughout the 2011 season.

[BUY TICKETS NOW](#)

**TICKET PRICES AT THE PARK**

General Admission \$59.99  
 Junior Under 54" \$34.99  
 2 & Under FREE  
 Safari Upgrade w/purchase of theme park ticket \$11.99

[Click here](#) for information about Wild Safari only tickets.

**GET SIX FLAGS EMAILS**

Join *In The Loop* and get everything from special offers to inside info on new rides and events.

[SIGN UP NOW](#)

**FUN NEVER TASTED SO GOOD**  
 Save time and money when you buy meal and snack vouchers online.

[GO](#)



**SAVE AN EXTRA 5%**



on your entire order when you use Discover.

[LEARN MORE](#)



**PARKING**

One-Day Parking  
 \$15.00 tax included

One-Day Preferred Parking  
 \$25.00 tax included

Season Parking  
 \$45.00 plus tax  
 Valid at Six Flags Great Adventure/Hurricane Harbor only.

[BUY PARKING NOW](#)



**GROUPS**

Starting at \$25.49

[BUY GROUP TICKETS](#)

Great rates for groups of 15 or more. [MORE](#)



**VIP TOURS**

First-class service with a personal tour guide and front-of-the-line ride access. [MORE](#)



**BEHIND THE ADVENTURE**

Go "Behind the Adventure" at Six Flags Great Adventure, Wild Safari and Hurricane Harbor, our exclusive packages offer something for everyone. [MORE](#)



**THE FLASH PASS**

Reserve your ride time so you don't have to wait in line. [MORE](#)



**MEAL & SNACK DEALS**

Save time and money by purchasing and printing meal vouchers online. [MORE](#)



JACKSON PREMIUM OUTLETS

JUST 2 MILES EAST OF GREAT ADVENTURE

visit us at [www.greatadventure.com](http://www.greatadventure.com)  
 and [www.pinoymusikfestival.com](http://www.pinoymusikfestival.com)