

THE GLOBE  **CUBA LIBRE** **BLOCK PARTY!**
FRIDAY MAY 18 - NINTH ANNUAL - 4PM - 2AM - FREE/GRATIS



friday
MAY 18
¡al aire libre!

SPONSORSHIP INFORMATION



Join The Globe Cafe in celebrating Cuba's first Independence Day and rich cultural heritage. Enjoy an evening of live performances, dancing, traditional Cuban cocktails, food and many other surprises.

past sponsors



benefiting



20
12

THE  **CUBALIBRE** BLOCK PARTY!
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entire 300 block of
Alhambra Circle in the heart of
downtown Coral Gables

FREE
gratis

Dear Corporate Friend,

Once again, it's time for this year's ¡CubaLibre! BlockParty! On Friday, May 18, 2012, The Globe Café & Bar will host its ninth annual event in the heart of downtown Coral Gables celebrating Cuba's first Independence Day and rich cultural heritage. The eight previous block parties were great successes, each attracting upwards of 15,000 guests enjoying an evening of live performances, dancing, traditional Cuban cocktails, food and many other surprises. ¡Cubalibre! has earned, in eight short years, a reputation as a 'mini' or 'upscale' version of Calle Ocho. We would like to extend the opportunity for your organization to participate as a sponsor in this year's event and enjoy targeting a premium and captive demographic.

You will find several different sponsorship levels in this booklet ranging from a Black Level (title sponsor) to a Bronze Level, designed to fit your company's specific budget and marketing needs. As you will see, our sponsorship packages have a tremendous amount of added value through advertising and media programs, event signage, on-site exposure and public relations platforms.

Thank you in advance for your consideration and please do not hesitate to contact me directly at 305.445.3555 (The Globe). I am excitedly looking forward to this year's event and hope to have the opportunity to spotlight your company.

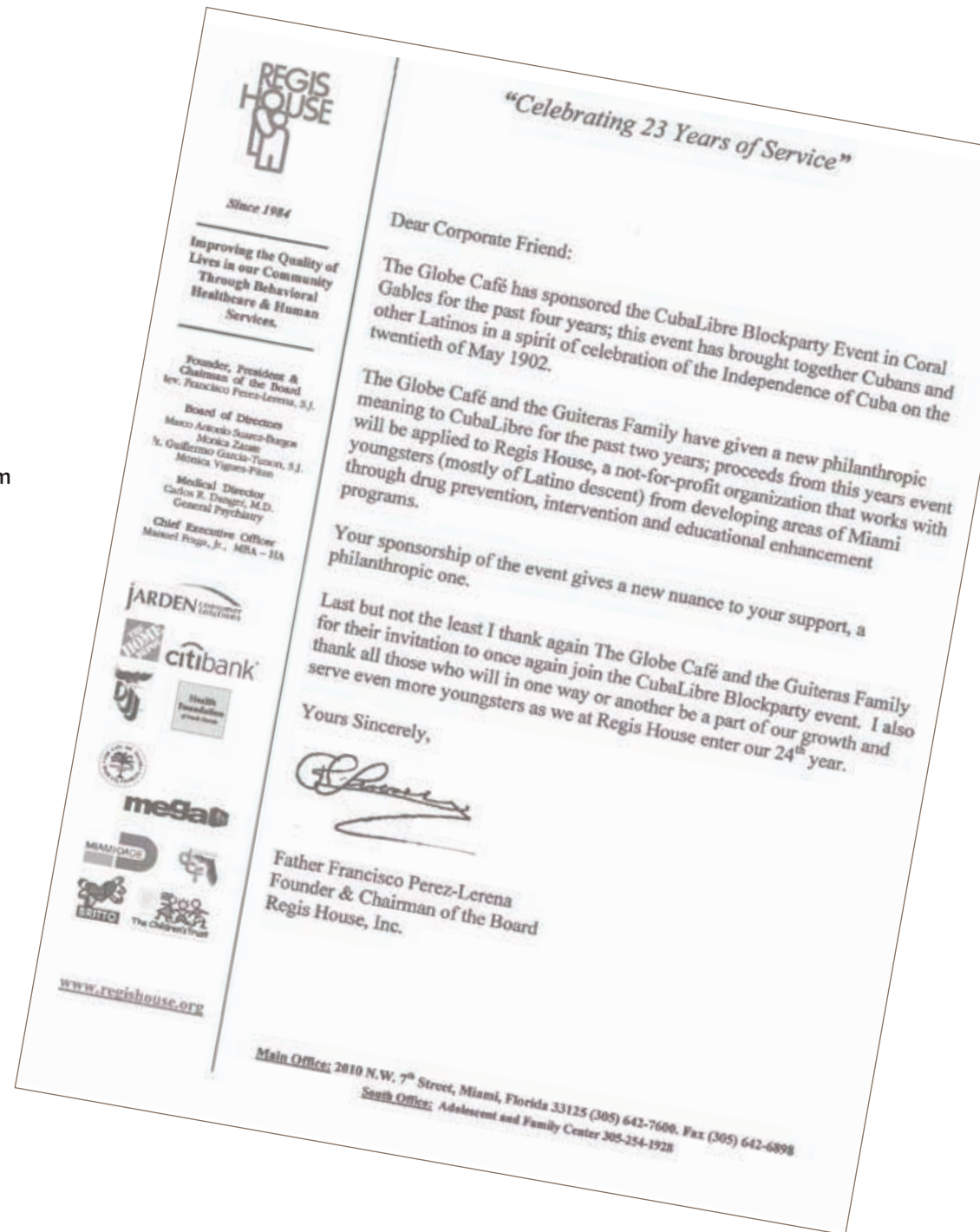
¡CubaLibre!



Daniel Guiteras

The Globe Cafe & Bar
377 Alhambra Circle
Coral Gables, FL 33134

T 305 445 3555
F 305 441 9444



REGIS HOUSE

Since 1984

Improving the Quality of Lives in our Community Through Behavioral Healthcare & Human Services.

Founder, President & Chairman of the Board
Rev. Francisco Perez-Lerena, S.J.

Board of Directors
Marco Antonio Suarez-Burga
Merika Zayas
N. Guillermo Garcia-Torres, S.J.
Monica Viquez-Pilon

Medical Director
Carlos R. Dangel, M.D.
General Psychiatry

Chief Executive Officer
Manuel Propp, Jr., MHA - HA

JARDEN

citibank

Health Foundations

meSAB

MIAMI D

ERITIC The Children's Trust

www.regishouse.org

"Celebrating 23 Years of Service"

Dear Corporate Friend:

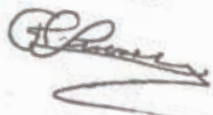
The Globe Café has sponsored the CubaLibre Blockparty Event in Coral Gables for the past four years; this event has brought together Cubans and other Latinos in a spirit of celebration of the Independence of Cuba on the twentieth of May 1902.

The Globe Café and the Guiteras Family have given a new philanthropic meaning to CubaLibre for the past two years; proceeds from this years event will be applied to Regis House, a not-for-profit organization that works with youngsters (mostly of Latino descent) from developing areas of Miami through drug prevention, intervention and educational enhancement programs.

Your sponsorship of the event gives a new nuance to your support, a philanthropic one.

Last but not the least I thank again The Globe Café and the Guiteras Family for their invitation to once again join the CubaLibre Blockparty event. I also thank all those who will in one way or another be a part of our growth and serve even more youngsters as we at Regis House enter our 24th year.

Yours Sincerely,



Father Francisco Perez-Lerena
Founder & Chairman of the Board
Regis House, Inc.

Main Office: 2010 N.W. 7th Street, Miami, Florida 33125 (305) 642-7600. Fax (305) 642-6898
South Office: Adolescent and Family Center 305-254-1928

SPONSORSHIP LEVELS

level 1 BLACK
level 2 GOLD
level 3 SILVER
level 4 BRONZE

BLACK LEVEL \$25,000

SPONSORSHIP BENEFITS

- The Black Sponsor is the host and title sponsor of the event and promotes its corporate image to a specialized segment of Miami's community.
- The Black Sponsor retains the right to use the event's marks and logos and its sponsorship designation in all promotions associated with the event.
- The Black Sponsor will have a thirty (30) day right of first refusal to sponsor next year's event.
- Shared participation in complete advertising plan
- On stage banner
- Primary Jumbotron presence 120 sec video spot
- 6 additional slides
- Onstage recognition by Cubalibre host throughout event
- 10 x 30 pavilion
- Opportunity to distribute company collateral at event
- Recognition on all press materials
- Sponsor logo to appear on event promotional flyers
- Table for 20 in secured sponsor viewing area
- Access to complimentary bar
- Blackroom membership card for corporation
- 25% year-long sponsors' discount, on food and beverage, at The Globe

GOLD LEVEL \$15,000

SPONSORSHIP BENEFITS

- Shared participation in complete advertising plan
- On stage banner
- Jumbotron presence 60 sec. video spot
- 4 Additional sides
- 10x20 pavilion
- Opportunity to distribute company collateral
- Recognition on all press materials
- Sponsor logo to appear on event promotional flyers
- Table for 10 in secured sponsor viewing area
- Access to complimentary bar
- Blackroom membership card for corporation
- 15% year-long sponsors' discount, on food and beverage, at The Globe

SILVER LEVEL \$10,000

SPONSORSHIP BENEFITS

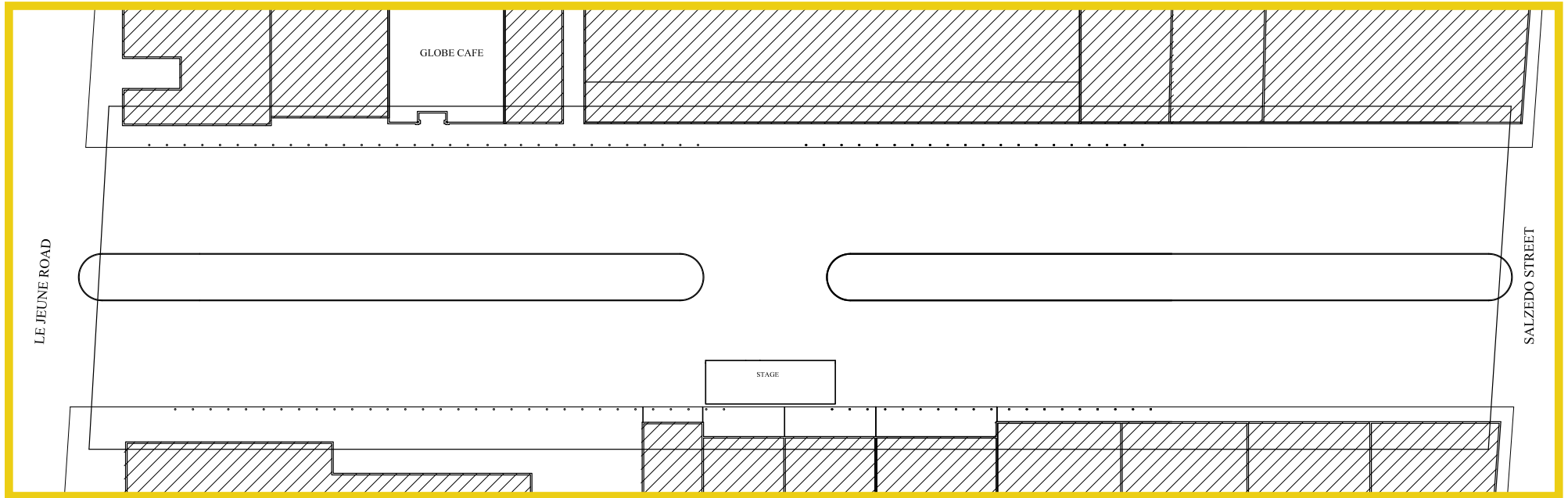
- Shared participation in complete advertising plan
- On stage banner
- Jumbotron presence 30 sec. video spot
- 2 Additional sides
- 10x10 pavilion
- Opportunity to distribute company collateral
- Recognition on all press materials
- Table for 6 in secured sponsor viewing area
- Access to complimentary bar
- 10% year-long sponsors' discount, on food and beverage, at The Globe

BRONZE LEVEL \$7,500

SPONSORSHIP BENEFITS

- Shared participation in complete advertising plan
- On stage banner
- Jumbotron presence 15 sec. video spot or 2 additional sides
- Recognition on all press materials
- Table for 4 in secured sponsor viewing area
- Access to complimentary bar

AREA MAP



PREVIOUS EVENT HIGHLIGHTS





The City of Coral Gables estimated approximately 22,000 at last years event and project approximately 25,000 for 2012



Arturo Sandoval and Oscar D'Leon



Willy Chirino



Albita mesmerizes crowd



Albita



Alexis Valdez



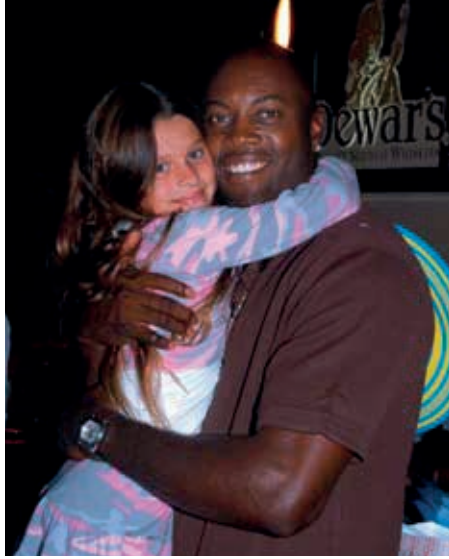
Ismael Cala

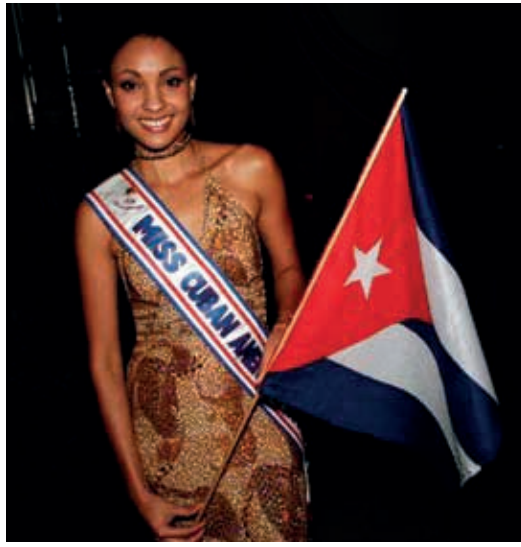
Prior MCs



performance stage

UPSCALE/
CAPTIVE
DEMOGRAPHIC





PAST PROMOTIONAL MATERIALS

THE GLOBE CAFE'S 3rd Annual 2006 ¡CUBALIBRE! BLOCKPARTY

FREE
GRATIS

WILLY CHIRINO



FRIDAY MAY 19 4pm
¡UN CONCIERTO GRATIS AL AIRE LIBRE!
FREE OPEN-AIR CONCERT!

FRIDAY MAY 19 LIVE 4PM
¡AL AIRE LIBRE!

THIRD ANNUAL 2006

FREE STRAIGHT

THIS FRIDAY! MAY 19 4PM

THE GLOBE CAFE'S 2006 ¡CUBALIBRE! BLOCKPARTY!

WILLY CHIRINO

¡AL AIRE LIBRE! FREE/GRATIS

ADDITIONAL PERFORMANCES BY
AVANA AND ANABEL Y KE O KE

MC ALEXIS VALDES

Celebrate Cuba's first independence day and rich cultural heritage along the entire 300 block of Alhambra Circle in Downtown Coral Gables.



THEGLOBECAFE.COM

THE GLOBE CAFE'S 3rd Annual 2006 ¡CUBALIBRE! BLOCKPARTY

WILLY CHIRINO

ADDITIONAL PERFORMANCES BY
AVANA and ANABEL Y KE O KE

MC ALEXIS VALDES

Celebrate our heritage with music, cocktails, food & many more surprises!

300 BLK ALHAMBRA CR. DOWNTOWN CORAL GABLES

THEGLOBECAFE.COM

THE GLOBE CAFE'S 2006 ¡CUBALIBRE! BLOCKPARTY!

BOTTLE SERVICE

GREY GOOSE
DEWAR'S 12
BOMBAY SAPPHIRE
BACARDI
BACARDI 8
BACARDI FLAVORS
LIMÓN / "O" / MELÓN

Dewar's 12

THE GLOBE CAFE'S 2006 ¡CUBALIBRE! BLOCKPARTY!

COCTELES

CUBALIBRES

LA BLANCA \$8 BACARDI LIGHT W/ COKE/DIET COKE	LA MILATA \$9 BACARDI 8 W/ COKE/DIET COKE
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EN LAS ROCAS

GREY GOOSE / BOMBAY SAPPHIRE	\$9
DEWAR'S 12	\$9
BACARDI/BACARDI FLAVORS	\$8
BACARDI 8	\$9

THE LONGEST ISLAND \$10

MARTINIS

MELÓN / APPLE / COSMO	\$10
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Dewar's 12 **BACARDI**

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THEGLOBECAFE.COM

GUIERAS
FAMILY
EST 1948