



***2006 Latino
Event Marketing***



Broadcast Properties



Publishing



Sports Internet Sites



Sports Programs





R. Paniagua, Inc. (RPI) is committed to excellence in providing quality, integrated, media-leveraged, Latino marketing communications programs, as the heart of its corporate mission. RPI's most unique feature is its track record of tying-in promotional marketing efforts with its publishing, broadcast and grass roots programs that deliver measurable results for our corporate partners.

RPI is among the most unique and innovative publishing, promotional media and events marketing firm in the U.S., serving the Latino community. The firm targets U.S. based, Latino audiences with exciting media leveraged event promotions that deliver Latino consumers and a healthy "return on investment" for their corporate sponsors and media partners.

In 1992, CEO/Publisher Ralph Paniagua, introduced **VIVA New York Magazine** to the NY market's busy media fray. VIVA New York was the first bilingual magazine of its type in the nation. Inserted into the New York Daily News, the last Sunday of every month. VIVA was instantly applauded, Due to its bilingual format, and embraced by both the English and Spanish-dominant Latino readers. Today, VIVA is New York's "number one" Latino publication and boasts an audited monthly circulation of over 450,000 and readership of over 2.5million. The success of VIVA lead RPI to create a cultural lifestyles events division which now offers events in New York and throughout the countries top Latino markets.

In 1993, RPI introduced **Latino Baseball** and **Latino Boxing Magazines**. These titles quickly captured the 'hearts and souls' of many Hispanic sports fans, by documenting the history of Latinos in the sports of Baseball and Boxing. The success of Latino Baseball Magazine, presented RPI the opportunity to create events such as the **Hispanic Heritage Day @ the Ballpark** at key US Major League Baseball stadiums and the **Hispanic Achievement Awards** program, now in its 14th year, honoring excellence in education. It also gave RPI the ability to purchase the worldwide broadcast rights to the Baseball broadcasts of the 'crown jewel' of Caribbean baseball: the **Caribbean Baseball World Series (CWS)**. In the CWS, teams from the Dominican Republic, Puerto Rico, Mexico and Venezuela, consisting of many Latino Major League players, who compete in some of the best baseball, the game has to offer. RPI broadcast the Caribbean World Series games throughout the U.S. and Latin America on FOX SPORTS en Espanol since 1997. Today LATINO BASEBALL magazine has been converted to the premiere on-line website known as **LATINOBASEBALL.COM**, the most complete website for Latino Baseball fans.



Continued...

Following its Latino Baseball model, RPI then applied itself to Latino Boxing and the incredible talent both past and present in the professional boxing world by launching **LATINOBOXING.COM**, the premiere Latino site for boxing.

In conjunction with **LATINOBOXING.COM**, RPI works jointly with HBO, SHOWTIME and the championship event promoters to secure selected sponsors to benefit from the huge promotional values available in all major Boxing events such as the De La Hoya vs. Trinidad bout in September 1999, and the September 18th, 2004 Mexican Independence bout between De La Hoya and Bernard Hopkins. These fights represented a huge 'boom' for its sponsors, who can take full advantage of the fights regional, national and global reach. RPI is currently working directly with HBO and Showtime PPV networks in creating sponsorship programs that deliver results for participating sponsors.

The commercial success and growth of these programs have propelled RPI as a leader in the business of reaching and touching the souls of Latinos in the US with creative and insightful programs that motivate the community and deliver positive results for our corporate partners.

In 2006 and beyond, RPI's growth will continue with exciting new events and English language TV programs such as the highly successful VIVA AMERICA and the LATIN BEAT on BET JAZZ and other broadcasts, promotional and sports programs that deliver new and innovative methods of reaching the #1 US ethnic group...the US LATINO MARKET.

Best Regards,

A handwritten signature in black ink, appearing to read 'R. Paniagua', written in a cursive style.

Ralph Paniagua Jr.
President & CEO



RPI SPONSORSHIPS

INCLUDE RETAIL EXTENSIONS FOR OUR PARTNERS

RPI has fashioned unique event and sports marketing programs that target the Latino market and deliver measurable results . Each program contains customized features integrated media, consumer, retail, and trade reward components.

There are year round national and regional broadcast, print and event opportunities to fit your company's strategic needs.

RPI, has partnered with key retail companies throughout the top Latino markets that work hand-in-hand with our product company sponsors, ensuring successful distribution channels and implementation of retail extensions.

Sponsorship of these programs will provide a promotional marketing vehicle that will serve you well into the future.



2006 LATINO EVENTS & MEDIA PROPERTIES

NATIONAL PROGRAMS

SPONSORSHIP OPPORTUNITIES

WITH REGIONAL EXTENSIONS

- ❑ **VIVA America and Latin Beat TV Shows**
Exclusively on BET Jazz
- ❑ **LatinoBaseball.com**
The complete site on Latino Baseball
- ❑ **Hispanic Heritage Day at the Ballpark**
NY, Miami, LA, Chicago (4 Markets)
- ❑ **Caribbean Winter Baseball - Radio Broadcast**
CWS TV Broadcast (12 games) Feb. 2006.
- ❑ **LatinoBaseball.com Day at the Ballpark**
Customized VIP Suites at MLB Stadiums
- ❑ **LatinoBoxing.com**
The complete site on Latino Boxing
- ❑ **BOXEO CALIENTE Regional Events**
FOX SPORTS en ESPANOL Sponsorship Opportunities
- ❑ **LatinoBoxing.com Night of Latino Champions**
Customized VIP fight Downlink Receptions
- ❑ **World Domino Tournament @ The Las Vegas Hilton**
Broadcast on ESPN Deportes
- ❑ **Sports and Entertainment Personality In-store Appearances**
Customized per region





2006 EVENTS & MEDIA PROPERTIES

NEW YORK SPONSORSHIPS

- ❑ **VIVA New York Magazine:** NYC Bilingual Monthly Supplement in the Daily News (700M Distribution)
- ❑ **Caribbean World Series:** NYC CWS Radio Broadcast (12 games) (Feb. 2006) (See National)
- ❑ **Easter Eggstravaganza:** Central Park, (April / 1 event date)
- ❑ **Hispanic Achievement Awards** (NHSF) (May / 2 event dates)
- ❑ **LatinoBaseball.com Day at the Ballpark:** Yankee Stadium suites for trade reward (June - Sept. /5 Dates)
- ❑ **Tropical Night:** South Street Seaport (June 10th/1 event date)
- ❑ **NYC Tropical Music Festival:** Bryant Park (July-August / Fridays / 6 event dates)
- ❑ **NYC Tropical Musical Festival:** Orchard Beach (June - September / Sundays /10 event dates)
- ❑ **World Cup Radio Broadcast on Radio Wado 1280 FM - BAYSL Soccer:** Summer 2006 (8 weeks)
- ❑ **Little League Caribbean World Series** September 2006 (3 Day Event)
- ❑ **Mexican Circus** (New York Shows) November 2006 (3 weeks)
- ❑ **NYC Grammy Street Party** - October 2006 (National Program Available)
- ❑ **New York Latino Magazine** : NYC Guest Informant Publication.





2006 EVENTS & MEDIA PROPERTIES

MIAMI SPONSORSHIPS

☐ Miami Beach Kiosk

Product Sales on the Beach



**For Print, Television Advertising
and Event Sponsorship Opportunities
Please Contact**

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