



Why Sponsor PAFCOM

We would like to share a warm welcome into the Filipino-American community and consumers, as well as an opportunity to expand your visibility and reach into this emerging population. Committing to a sponsorship for the **Annual Grand Parade and Festival of the Philippine American Friendship Committee, Inc. (PAFCOM)**, now in its 28th year running in the City of Jersey City, is a cost-effective and smart entry to a niche market with strong buying power.

PAFCOM's annual Grand Parade and Festival is the second largest parade in Jersey City, arguably the best organized and one of the longest running cultural festivities. This parade -- filled with colorful costumes and marchers from the NY-NJ metro area and neighboring states -- is the only one in Jersey City that makes its way through a stretch of West Side Avenue, where many Filipino Americans reside.

The parade ends at Lincoln Park with a full day of entertainment and activities, where both Filipino super stars and local talent grace the same stage. The festival consists of a market place, where you can sample Filipino and other cuisines and goods, and connect with businesses, non-profits and local organizations. Your company/brand has the opportunity to be seen and heard by at least 20,000 people watching the parade and festival, mentions on the festival day, with your own onsite booth to directly engage consumers, your logo on the banner and marketing materials, and social media and media coverage prior to and on the day of the festivities.

The **2018 Grand Marshal** is no other than **Jersey City Council President Rolando Lavarro**, the first Filipino and Asian American elected to Jersey City council and to assume the role of Council President.

Key facts about Filipino-American Audience.

According to the 2010 Census, Filipino-Americans, including Filipinos who identify as multi-racial are the second largest Asian American group in the United States, at 3.4 million. In the most recent 2016 Census estimates:

- Filipino Americans have an average household size of 3.29 and average family size of 3.75.
- The median household income is \$84,620 and median family income of \$93,416.
- 93.2% of Filipino Americans age 25 or above have an education of high school or higher and 47% have a bachelor's degree or higher.
- Filipino Americans are typically multi-lingual, with 82.9% having the ability to speak English well.
- There are 280,000 Filipino Americans in the States of New York and New Jersey combined, with about 18,000 living in Jersey City.

About the Grand Parade & Festival

- For the past 28 years, PAFCOM has celebrated excellence in community and social services, providing year-round programming to diverse audience.
- A diverse crowd of at least 20,000 people attend yearly from all over New Jersey and neighboring areas.
- PAFCOM has partnership with major Fil-Am media, including The Filipino Channel (TFC), Filipino Reporter, Filipino Express and Asian Journal. PAFCOM activities are well-covered by the media, where major sponsors can be mentioned multiple times. The annual parade and festival is advertised in these major Filipino media where major sponsor logos will be included.

We hope this information is helpful and make it a simple decision for you to become a sponsor. We welcome and look forward to your support of a premier and highly anticipated cultural event.

