



www.busca-ayuda.com™

The Hispanic Leadership Forum (HLF) and the Bilingual Yellow Pages (www.busca-ayuda.com™) will be sponsoring the first annual fundraiser event “*Celebrando La Familia*.” The funds will be utilized to promote the HLF mission which is to advocate for change, promote economic development, affordable housing, quality education for our children, and equality in political representation.

This is our vision. This is our pledge.

The event will be held on Saturday, October 3, 2009, at the QuikTrip (Air Hog) Stadium in Grand Prairie, Texas, from 9:00 a.m. to 3:00 p.m. Free parking is available.

Michael A. Gonzales, Publisher of the Bilingual Yellow Pages and www.busca-ayuda.com™, is the Chairman of the Hispanic Leadership Forum. Co-Chairs for this event are Dr. Ron Anderson-CEO of Parkland Hospital, and Diana Flores-Dallas County Community College District Trustee. Committee members are Bill Brewer-Managing Partner Bickel and Brewer, Zachary Thompson- Director Dallas County Health Department, Joyce Campbell- Vice President Capital One Bank, Chris Durovich-CEO Children’s Medical Center, Tommy Gonzalez- City Manager of Irving, and Stephanie Valdez- Hispanic 100, among others.

As Chairman, Mr. Gonzales will oversee the event, which is comprised of health educators, community leaders, business professionals, physicians, nurses and others passionate about facilitating the information into the community, creating awareness and closing the informational gap that currently exists.

This event is expected to attract approximately 5,000 to 7,000 Latinos. The Bilingual Yellow Pages has developed a new interactive product known as www.busca-ayuda.com™ with several attributes created specifically to benefit the Hispanic consumer and community. Among these attributes are “Find a Job,” a community calendar, a true Spanish and English search engine, a Hispanic e-mail database capable of sending 50,000 e-mails per minute, bilingual coupons, streaming video, and many more exciting features.

The “*Celebrando La Familia*” is a health and informational expo that will cater specifically to the needs of Hispanics. All services will be provided at no cost to participants. These screenings will include Dental, Blood Pressure, Vision, Glaucoma and Cholesterol, as well as Glucose Testing. Immunizations will be given to children (parents must provide appropriate medical records).

Event Activities

- Doctors, who have volunteered their services, will administer exams and information concerning Alzheimer's disease, breast cancer, and diabetes, among others.
- Educational institutions will be present, providing a wide range of information: how to pay for college, ESL classes, admission procedures, etc.
- Attorneys will provide free legal advice regarding immigration, workman's compensation and automobile accidents.
- The Dallas Police Department, in addition to other police departments, will be distributing information regarding crime prevention.
- There will be entertainment for children such as games, shows, music, and youth activities.

Apartment Communities Benefits

- This is an excellent opportunity for apartment communities that have large numbers of Hispanic tenants to receive free medical and informational services.
- Apartment communities can purchase exhibitor booths to attract new tenants. Call the Hispanic Leadership Forum at 214-887-8969 or e-mail jcantu@hispanicleadershipforum.org for exhibitor and other information on upcoming events.

Media Partners

- This event will be promoted with media partners, such as television, radio, newspapers, billboards and flyers.
- Presenting and Platinum Sponsorships will also include press conferences and mention on all press releases with Hispanic leaders.

We look forward to your organization joining us for this important civic event.

Sincerely,

Michael A. Gonzales

Chairman

Hispanic Leadership Forum

4314 N. Central Expy.

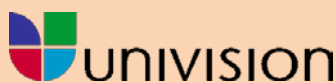
Dallas, TX. 75206

Direct: 214-823-4494

Fax: 214-821-7037

www.hispanicleadershipforum.org

"Celebrando la Familia", has the current support of,



Dallas County
Community College District





Hispanic Leadership Forum



Presents

Free to the
Public

Celebrando La Familia
October 3, 2009 (Saturday)
9am – 3pm
QuikTrip Park at Grand Prairie
Home of the Grand Prairie AirHogs
1600 Lone Star Pkwy
Grand Prairie, TX 75050

Gratis para
el público.

Our goal is to bring greater awareness of the many resources and initiatives currently available to the Hispanic community in health, legal, financial, education, employment and technology services.

Presenting Sponsor - \$25,000

- Exhibitor Suite (18' x 27')
 - Electricity Available
 - Flat Screen TV
 - Mini Fridge
- Celebrando has partnered with Univision and Telemundo to promote this event
- Presenting and Platinum Sponsors will be promoted with Telemundo
- Celebrando will also utilize radio and flyers to promote this event
- Promotion throughout D/FW to Hispanic Organizations in Print and Electronic Collateral
- Press Conference and Mention on all Press Releases with Hispanic Leaders
- Top Billing on Event Website
- Co-Brand at Entrance of Stadium on Date of Event
- Large Banner Placed Adjacent to HLF & Platinum Sponsors' Banners
- 10 X 10 Booth, by entrance
- Recognition on PA System on Date of Event, Every Half Hour
- Prominent Logo on T-Shirts and Flyers
- Ad on Back Cover of Event Program

Platinum Sponsor - \$15,000

- Exhibitor Suite (18' x 27')
 - Electricity Available
 - Flat Screen TV
 - Mini Fridge
- Celebrando has partnered with Univision and Telemundo to promote this event
- Presenting and Platinum Sponsors will be promoted with Telemundo
- Celebrando will also utilize radio and flyers to promote this event
- Promotion throughout D/FW to Hispanic Organizations in Print and Electronic Collateral Prominent
- Press Conference and Mention on all Press Releases with Hispanic Leaders
- Second Billing on Event Website
- Co-Brand at Entrance of Stadium on Date of Event
- Large Banner next to HLF & Presenting Sponsors' Banners
- 10 X 10 Booth, by entrance
- Logo on T-Shirts and Flyers
- Full Page Ad in Event Program

Projected Attendance: 5000-7000



Hispanic Leadership Forum

Presents

Celebrando La Familia

October 3, 2009 (Saturday)

9am – 3pm

QuikTrip Park at Grand Prairie
Home of the Grand Prairie AirHogs
1600 Lone Star Pkwy
Grand Prairie, TX 75050



Free to the
Public

Gratis para
el público.

Gold Sponsor - \$5000

- Exhibitor Suite (18' x 27')
 - Electricity Available
 - Flat Screen TV
 - Mini Fridge
- Press Conference and Mention on all Press Releases with Hispanic Leaders
- Logo on T-Shirts & Flyers
- Billing at Event Website
- Logo Placement in Event Program
- Half Page Ad in Event Program
- Preferential 8x10 Booth(1-9)
- Promotion throughout D/FW to Hispanic Organizations in Print and Electronic Collateral

Silver Sponsor - \$1000

- Preferential 8x10 Booth(10-19)
- Logo Placement in Event Program
- Quarter Page Ad in Event Program
- Logo on Event Website
- Promotion throughout D/FW to Hispanic Organizations in Print and Electronic Collateral

Bronze Sponsor - \$250

- 8 x 10 Booth (20-48)
- Logo on Event Website

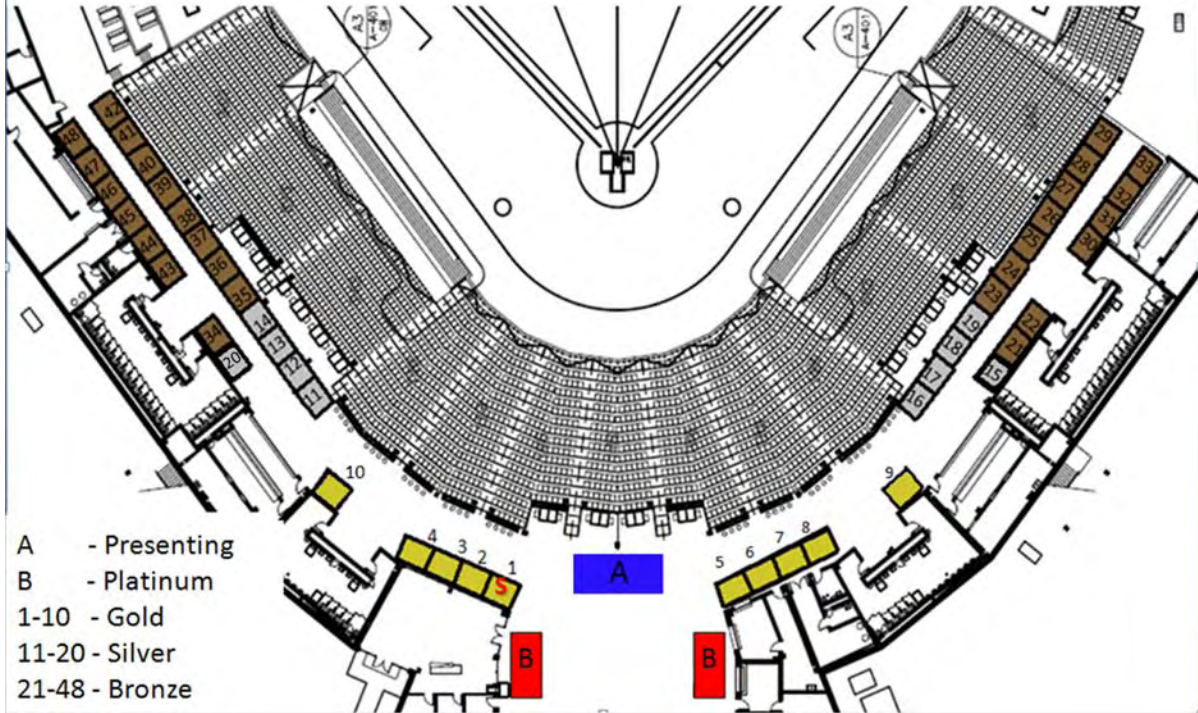
Projected Attendance: 5000-7000

Quiktrip Park
 1600 Lonestar Parkway
 Grand Prairie, TX. 75050
 Concourse

Celebrando La Familia

Saturday, October 3, 2009

9:00 AM – 3:00 PM



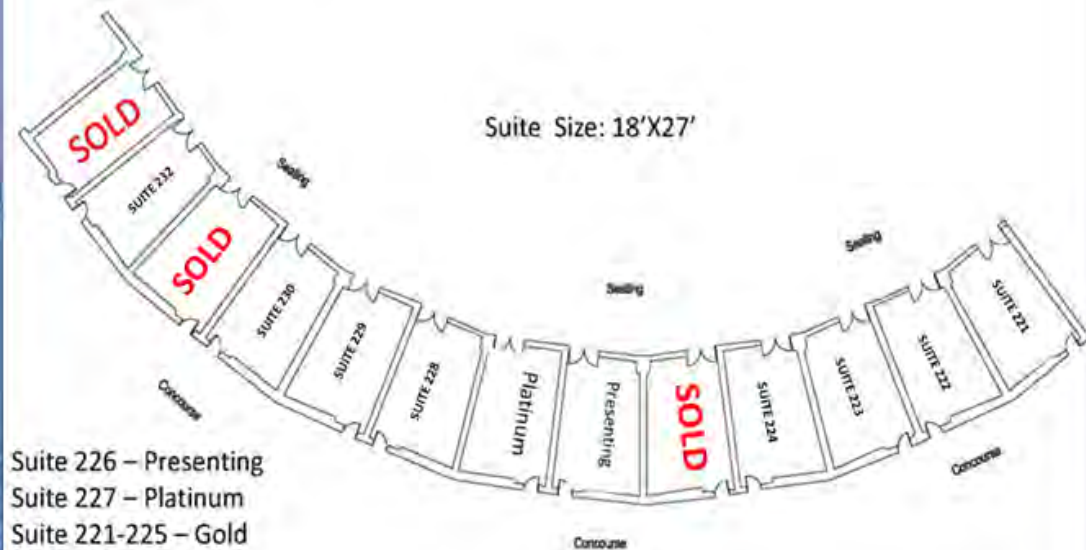
Quiktrip Park
 1600 Lonestar Parkway
 Grand Prairie, TX
 Suite Level

Celebrando La Familia

Saturday, October 3, 2009

9:00 AM – 3:00 PM

Suite Size: 18'X27'



Hispanic Leadership Forum (HLF) Fundraiser

Saturday, October 3, 2009

QuikTrip Park (Air Hogs) Stadium

1600 Lone Star Parkway

Grand Prairie, TX. 75050



PLEASE PRINT ALL INFORMATION

Organization Name _____ (As you wish it to be listed on signage)

Contact Name _____

Address _____ State TX Zip _____

Phone _____ Fax _____

Email _____ Normal.dotm

Fees: Please indicate the level of service. YOU MAY NOT SELL ANY PRODUCTS AT THE EVENT

\$25,000.00 – Presenting Sponsor (1 Available)

\$15,000.00 – Platinum Sponsor (1 Available)

\$ 5,000.00 – Gold Sponsor (8 Available)

\$ 1,000.00 – Silver Sponsor (10 Available)

\$ 250.00 – Bronze Sponsor (26 Available)

(Please see attached sponsorship package for breakdown.)

(Bilingual staff highly recommended)

Describe services to be provided:

Payment Information: (Please return this form with you payment) **FAX: 214-821-7037**

Check Enclosed Credit Card Please Send an Invoice

Make check payable to: **Hispanic Leadership Forum Tax ID#80-0395698**

Mail to: HLF 4314 N. Central Expwy. Dallas, TX. 75206

Please bill my credit card: MasterCard VISA American Express

Card Number: _____

Name on Card: _____

Expiration Date: _____

SIGNATURE: _____

TO PARTICIPATE IN THE “Celebrando La Familia” event, RETURN THIS FORM BY Sept. 4 to ensure booth fees listed above. Any sale after Sept. 4 will have limited promotion. Non-compliance with the booth regulations will be ground for dismantling your booth. The regulations are for the health and safety of the participants, and to maintain a high quality, free public service health event. By signing, your organization understands and agrees to comply with the Hispanic Leadership Forum’s booth regulations. You will still be responsible for paying full booth fee regardless of attendance. Note: There will be a charge of up to \$100 if your booth area is not cleaned before you leave.

Exhibitor Authorized Signature _____ Date _____

For more assistance, contact Jesse Cantu at 214-887-8969. Fax: 214-821-7037

2008



BALLPARK *digest*

BALLPARK VISITS

QuikTrip Park at Grand Prairie / Grand Prairie AirHogs



Year Opened	2008
Capacity	5,445
Cost	\$20 million for entire project, including road work
Owner	City of Grand Prairie, Texas
Naming Rights	Ten-year deal with QuikTrip Corporation of Tulsa; terms not disclosed
Architect	SPARKS Sports, a division of Crafton Tull Sparks
Construction	Hill & Wilkinson, Ltd.
Dimensions	330L, 366LC, 397C, 366RC, 330R
Playing Surface	Grass
Last Visit	2008
Web Site	airhogsbaseball.com
Phone	972/504-9383
Ticket Prices (2008)	Club, \$12; Box, \$8; Reserved, \$7; General Admission, \$6
League	American Association
Level	Independent
Parking	Acres of parking next to the ballpark, as the ballpark is part of a complex also containing a horse track and theater.
Address/Directions	1600 Lone Star Pkwy., Grand Prairie, Texas. From I-30, take the Belt Line Road exit and go north. The ballpark will be on your right; enter Gate 2 for the closest ballpark parking.

Written by:

Kevin Reichard

Rating



2008



A group of airhogs stand guard at the front entrance.

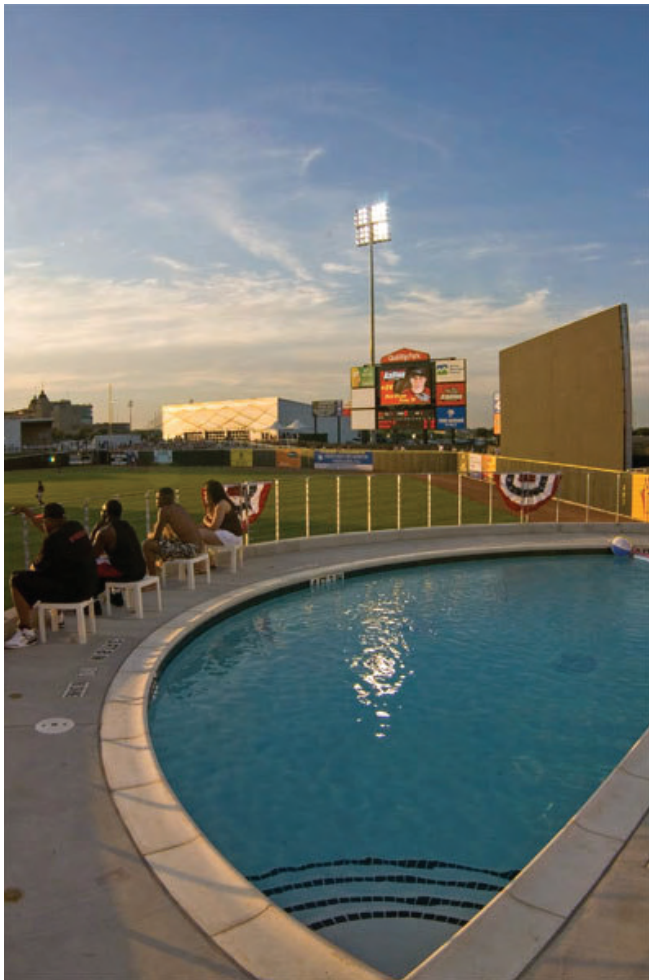


The aviation theme is strong in the front entrance.

At first glance, the empty seats in the grandstand in the midst of the first game in Grand Prairie AirHogs history didn't seem like a good sign for the expansion American Association franchise, despite the match being a sellout. But the fans were still in the ballpark, as they certainly hadn't bailed: they were all over the place, taking in the many sideshows and attractions that distinguish this new facility -- the cigar bar was packed, the large kids' area was crammed, and every point of sale was besieged. Ballpark purists will probably hate QuikTrip Park, but we loved the place: it's big and bold as Texas, and fans will eat it up.

Indeed, there's nothing particularly subtle about QuikTrip Park, but the Dallas market isn't a place that rewards subtlety. The AirHogs compete in an increasingly crowded market (Grand Prairie is halfway between Dallas and Arlington, near the airport), and attracting the attention of potential fans is a massive effort. Plus, the ballpark is located in the Grand Prairie entertainment district, and anything less would look small and insignificant next to the massive Lone Star horse track and Nokia Theatre.

Not that there's anything crass about QuikTrip Park; there's not. The ballpark carries an aviation theme, reinforced from the very moment you approach the ballpark. The main gate is set up like an airplane hangar, complete with control towers, runway lights and markings, and a set of statues commemorating aviators from the area. An *airhog* refers to a flyer who demanded more than their fair share of missions, and apparently the pilots from the Grand Prairie gained quite the reputation for pushing their limits. A marker commemorates the aviation history made in the Grand Prairie area, as Lockheed Martin and Bell Helicopter are both headquartered in the city. The grouping of statues and marker were heavily scrutinized during the course of the evening.

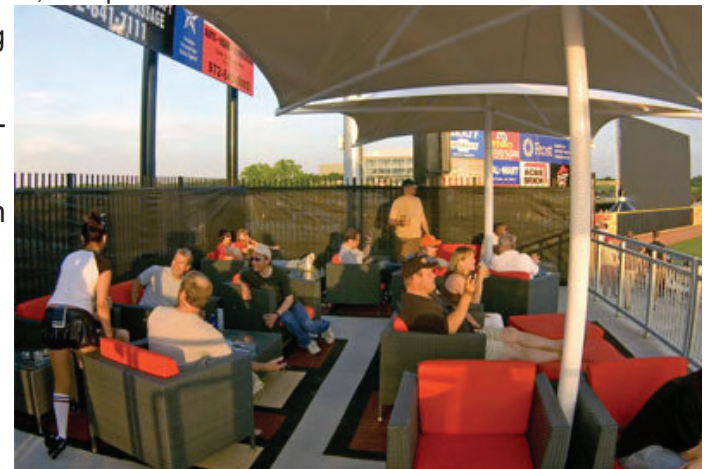


The right-field pool, with the scoreboard and the left-field bar/ restaurant in the distance. distance to the left: the Lone Star racetrack

When you walk inside, you're presented with a ballpark that is easily the best in the independent American Association and one of the best in indy ball. It's also better than many Class A facilities we've visited, even some of the new ones. A lot of thought went into the small details that make a ballpark work. Despite having lots of land to work with -- remember, this is part of a larger entertainment complex with a ton of available acreage -- the ballpark sits on 20 acres of land, but it features a compact design that makes for an intimate environment. A wraparound concourse defines the ballpark space, with the vast majority of the seating occurring between the foul poles, though there's a small berm area in each corner as well as five rows of seats jutting in the playing field. Also jutting out in to the playing field: a semicircular group area in right field dubbed the Heliport. This group area features a four-foot-deep pool (complete with lifeguard), plenty of lounge seating, and a dedicated concession stand. The center of the pool is only 350 feet from home plate in a power alley, so it won't be surprising when a home run lands in it. With the seating in the corners, a squared-off batters' eye and the pool jutting into the field of play, the outfield wall will surely be a nightmare for visiting outfielders.

The left-field corner features a huge restaurant and sports bar (complete with 34 large and flat-screen TVs), with retractable windows looking out on the action. This party area was crammed even before the first pitch and showed no signs of letting up all evening long. Beer lovers will appreciate the frosty bar, a cooled section of the bar designed to keep beer and drinks cold. Table service is also available is seats directly outside the bar. An adjacent cigar bar is very nice, featuring padded seats and umbrellas arranged to create intimate seating areas. It, too, was packed with smokers of all sorts.

Signage wasn't overwhelming, consisting mainly of home-run-fence displays. The most valuable signage is on the huge scoreboard in left-center field. The video-board, from local firm Texas Star Solutions, is one of the clearest and brightest we've seen: even during bright sunlight in the middle of the afternoon every detail was sharp.



The already-popular cigar bar.



The towering second level provides shade to those in the seating bowl.

There are 13 suites -- or, rather, in keeping with the aviation motif, hangars -- on the upper level, as well as a large press box and three party room (like the Officer's Mess -- again, keeping with the motif). The suites are nicely appointed and contain three rows of outdoor seats. In a design element bound to amuse fans, the upper level is bedecked with sculptures of flying pigs -- AirHogs -- in a variety of situations, like piloting an aircraft or adorning the doors to the restrooms. The upper level of the grandstand also serves a useful function, provided needed shade to seating bowl. It was built higher than was needed to accommodate the suites and sports a small canopy, and as a result all of the seats between the dugouts were already in the shade by 5 p.m. That level of shade is needed during a hot Texas summer.

Speaking of the shaded grandstand seating: fans are never too far away from players when sitting in the grandstand. The bullpens are set inside the seating areas, with the visiting team's bullpen next to a third-base party deck, "where we expect visiting players to receive a warm greeting from our fans," according to AirHogs managing partner Mark Schuster when he gave us a pregame tour of the ballpark. The party atmosphere is throughout the ballpark: in addition to the left-field bar, there are stools and benches in the back of every section in the grandstand and in back of the the outfield seating areas as well.



The third- base party deck overlooks the visitor' bullpen.

For the Kids

Parents will be happy to know there's a huge play area down the first-base line, with something for any age group. Besides a jungle gym and playground it features three holes of miniature golf and a miniature baseball diamond; when an AirHog hits a home run fog and mist will be shot onto the diamond area. Plus, it's fenced in and supervised. It's one of the best and most complete kids' areas we've seen in a ballpark.

Concessions

Four main concession stands are location on the concourse, all offering an affordable menu. In a nice touch, the concession stands are recessed several feet from the concourse so a long line won't jam the concourse. The beer selection at the main concession stands was limited to Anheuser-Busch products -- Bud, Bud Light, Michelob and Ziegen Bock.

And, of course, there's the full bar and restaurant past left field.



The kids' play area is one of the best we've seen in the minors.