

@VWORLD[®]

ENTERPRISE
NON-PROFIT



UNITY STARTS HERE!

EDUCATION BUSINESS COMMUNITY SPORTS PARTNERSHIP

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M&M
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EVENT OVERVIEW

WHO: CVWORLD Enterprise, a non-profit organization is hosting the biggest youth and family expo in the Boston metropolitan area for individuals and families. This event will be the most anticipated, most attended youth and family expo of 2016.

WHAT: The Youth and Family Expo of 2016. A full day event dedicated to the youth and families within Boston. Neighborhood families along with community organizations and institutions will have a full day to interact and come to know each other. This all day event is a win-win opportunity for both exhibitors and attendees alike. Exhibitors win by displaying and promoting their products and services, while attendees win by meeting some of the most supportive and influential organizations in the Boston community that can help support their overall growth.

WHEN: Sunday June 19, 2016

WHERE: The Historic *Strand Theater*, Dorchester, MA 02125

WHY: This event is a great opportunity for your company to showcase your products and services, while enhancing your brand awareness, generate value and create exposure for your respectful organization. Your participation in this event will also grant you a great opportunity to cultivate relationships and loyalty with key clients and or customers.

HOW: CVWORLD Enterprise, working in conjunction with various community organizations and network groups will strategically promote via a 6 week multi-media campaign blitz leading to the day of the event. This strategic marketing campaign will consist of radio ads and print ads (to include brochures, posters and banners).

We would be honored and privileged to have your organization participate in this community empowerment all day event. Complimentary breakfast and lunch will be served for all participating exhibitors (provided by CVWorld Enterprise).

Please review our schedule of events that follows and take advantage of this opportunity that will be well worth your investment.

Yours truly,

Justiniano M. Fernandes
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CVWORLD Enterprise
“Unity Starts Here”

EVENT SCHEDULE

ACTIVITY	TIME
(1) Registration // Setup	10:45am-11:45pm
(2) Youth & Family Expo	12:00pm-5:30pm
(3) Health Seminar	1:00pm-2:30pm
(4) Financial Seminar	3:00pm-4:30pm
(5) Fashion & Talent Show	7:00pm-11:30pm

The Event will be held at the Historic *Strand Theater* in the Uphams Corner neighborhood of Dorchester. Come join dozens of companies and organizations' seeking to meet and interact with some of the areas most talented, resourceful and supportive families. Meet and greet neighborhood activist who have dedicated their lives to empower our families within the community.

NOTE: Breakfast and Lunch will be provided for all Exhibitors

Invitations will be sent to the families of the listed high schools and organizations below, but not limited to the following:

□ *Student Organizations from area's top High Schools*

- *Boston Latin*
- *Latin Academy*
- *Madison Park Vocational Tech*
- *John D. Obryant*
- *City on a Hill*
- *Dearborn Middle School*
- *MATCH*
- *Dorchester High School*

□ *Professional Network Groups*

- *Mayors Youth Council*
- *Family Independent Initiatives (FII)*
- *Dorchester Bay*
- *The Boston Foundation*
- *ABCD (Boston, Roxbury)*
- *Codman Square NDC*
- *Mattapan Family Service Center*
- *LISC Boston*
- *Osiris Family Institute*
- *Boston Center of Youth and Families*

□ *Community Organization Groups*

- *Cape Verdean Community United (CVC Unido)*
- *Dudley Neighborhood Initiative (DSNI)*
- *Massachusetts Alliance of Portuguese Speakers (MAPS)*
- *Family Nurturing Center*
- *Massachusetts Association for Community Action (MASSCAP)*
- *Massachusetts Families Organizing for Change (MFOFC)*
- *Bowdoin Street Community Health Center*
- *Uphams Corner Community Health Center*
- *Catholic Charities*
- *Bowdoin Street Community Health Center*
- *Islamic Society of Boston Cultural Center (ISBCC)*

CWORLD ENTERPRISE
BENEFIT PACKAGE OPTIONS

	PLATNUM \$2500	GOLD \$500	EXHIBITORS \$375
Company presence in print and radio campaigns. Corporate logo in all CVWorld Enterprise event ads (including the CVWorld event banner). Distribution of company info through mass email list of 30,000+ contacts. Full color logo placed on 1000 city wide distributed posters and 5000 flyers.	YES		
Link from CVWorld Enterprise website (www.CVWorld.global) to your company website.	YES	YES	
Company logo on CVWorld Enterprise website. 6ft. skirted table with 2 chairs. Direct link to your website in over 50,000 email invitations to our potential attendees. Breakfast and Lunch for two. Name tags for two.	YES	YES	YES

“UNITY STARTS HERE”

WWW.CVWORLD.GLOBAL

CVWorld Enterprise Youth & Family expo Registration Form

Company Name: _____

Main Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax _____

Email: _____

Please choose your package

\$2,500 (DIAMOND) \$500 (GOLD) \$375 (EXHIBITORS)

Credit Card Billing Information

Please check one:

(VISA) (MASTERCARD) (AMEX)

Credit Card Number: _____

Name on Card: _____ Exp.Date _____

Address (if different from above) _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

***Pre-payment is required. Please use credit card information above or make checks payable to:
CVWorld Enterprise.***

Q&A

Here are some frequently ask questions and answers;

- ***When and where will the Youth & Family Expo take place?***

The expo will take place Sunday, June 19th, of 2016, at the Historic Strand Theater, located at 543 Columbia Road, Dorchester, MA 02125 (From 10am—6pm)

- ***How will the Youth & Family Expo be promoted to the general public?***

Six weeks prior to the event, an advertising campaign will be launched. Various print and radio ads will be initiated to spread the word throughout the Boston area. We will publish full page ads in the weeks leading to the event.

- ***What makes the Expo a solid investment for my company?***

There are several reasons. First, our strategic partnerships with the area's surrounding High Schools and family based organizations, combined with the participation of area's most known network and affiliate groups. Second, is your company's big chance to capitalize on your community branding initiatives. Finally, the launch of a robust advertising/public relation campaign completes the necessary elements needed for a guaranteed return on investment.

- ***How many attendees can we expect as exhibitors?***

We are expecting over 2500 attendees based on our past experience. We will work avidly to increase the overall number of attendees.

- ***What type of companies and/or organizations will participate?***

Hospitals, mortgage, banks, retail, temporary agencies, social service agencies, technology, non-profit, armed forces, colleges and universities, security and many more.

- ***Will breakfast and lunch be provided for participating companies?***

As a participating company, both breakfast and lunch will be provided to you. Please visit the event schedule to view proper timing for breakfast and lunch.

- ***How soon do my company have to register?***

We recommend that your company register as soon as possible due limited availability.

- ***Are we allowed to bring in company materials to the event?***

Participating companies are encouraged to bring in any materials (posters, brochures, etc.) that will help their company stand out from other participating companies.

- ***Will parking be available for participating companies?***

The parking situation is based on a “first come, first serve” arrangement. On street parking is available on Columbia Road. Free off-street parking is also available in Ramsey Street Municipal lot (Intersection of Dudley Street and Columbia Road).

Given that the Youth and Family Expo is on a Sunday, Free parking is also available in the Citizens bank and Santander Bank parking lots.



Directions to the Historic Strand Theater

(543 Columbia Rd, Dorchester, MA 02125)

Public Transportation (MBTA)

- **Red Line:** Get off at Andrew station. Take the #16 (Forest Hills) or #17 (Field's Corner) bus to Upham's Corner/Dudley Street. Get off in front of Payless Shoe Store. The Strand is up one block on the left, just past Bank of America.
- **Orange Line:** Get off at Ruggles station. Take the #15 (Upham's Corner) bus via Dudley Station. Get off in front of Payless Shoe Store. The Strand is up one block on the left, just past Bank of America.
- **Orange Line:** Get off at Forest Hills station. Take the #16 (Forest Hills) or #17 (Field's Corner) bus to Upham's Corner/Dudley Street. Get off in front of Payless Shoe Store. The Strand is up one block on the left, just past Bank of America.

Driving

- **From South:** Take I-93 North to exit 15, Columbia Road. Left at the bottom of ramp to third set of lights. There is a Kentucky Fried Chicken / Tedeschi's on the corner. Turn left onto Columbia Road. Go through two sets of lights, the Strand is on the left, just past Bank of America.
- **From North:** Take I-93 South to exit 15, Columbia Road. Right at the bottom of ramp to third set of lights. There is a Kentucky Fried Chicken / Tedeschi's on the corner. Turn left onto Columbia Road. Go through two sets of lights, the Strand is on the left, just past Bank of America.
- **From West:** Mass Pike (I-90) east into Boston, to I-93 south. Follow "From the NORTH" directions.
From Jamaica Plain/ Brookline: Take the JamaicaWay south to the Arborway. Keep straight to the rotary. Go 3/4 around the rotary and turn into Franklin Park. Go through the park, and turn left onto Blue Hill Avenue. Go about 50 yards, then make a right onto Columbia Road. The Strand is about 1 1/3 miles down on the right, just past the Strand/ Walgreen's Pharmacy.