

20863

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
County of Cook and State of Illinois

ADOPTED
BOARD OF TRUSTEES OF
COMMUNITY COLLEGE DISTRICT NO. 508

SEP 3 - 1998

COUNTY OF COOK
AND STATE OF ILLINOIS

FIESTA BORICUA SPONSORSHIP
DISTRICT OFFICE

THE CHANCELLOR

REPORTS

that CCC has the opportunity to participate in the 5th Annual Fiesta Boricua on September 9, 1998, which is a 6-block celebration of the Chicago Puerto Rican Community being held along Division Street between California and Western Avenues; and

that a booth to exhibit College materials and spots on prime time radio presents an opportunity for CCC to demonstrate support for the Puerto Rican heritage and gain exposure to the community; and

that the event sponsor, WIND-WLXX Radio, offers a booth sponsor package which includes a 10' x 10' marketing booth and either 80 thirty-second or 50 sixty-second commercials in a prime time radio slot, all at a total price of \$6,000.00.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the issuance of a purchase order in the amount of \$6,000.00 to WIND-WLXX/Chicago Radio, 625 N. Michigan Avenue, Chicago, for a booth sponsorship and radio commercials in the Fiesta Boricua on September 6, 1998.

FINANCIAL

\$6,000.00 -- Education Fund

Respectfully submitted:

Wayne D. Watson
Chancellor

September 4, 1998