

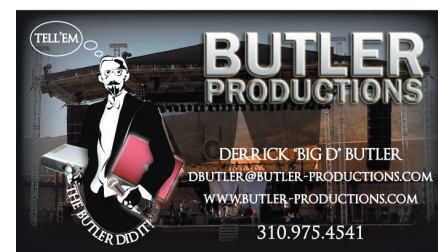


Irvine



## Andrews Butler Foundation

Realizing that when our troops leave the war, its doesn't always leave them



### SPONSORSHIP PACKAGES

#### Platinum Package (\$10,000 4 Available)

- Category Exclusivity
- Premium logo placement & hyperlink on event homepage
- Premium signage throughout venue
- Premium logo placement on promotional flyers
- Premium logo placement in multimedia advertising spots
- Premium logo placement on celebrity Step and Repeat (co-branded)
- Premium full page in Event Program (Inside cover, back page, etc...)
- Logo inclusion in promotional newsletter
- Logo placement and projection on Gobo lighting (co-branded & rotating)
- Recognition & mention from stage (multiple)
- Ten (10) All Access passes with premium seating & after party
- Media Co-Op per all events
- Red Carpet Interview and product placement
- 1 presenter slot
- Dinner n' 2 Bottles of favorite spirits IE rum, vodka, etc...

#### Silver Package (\$2,500 15 Available)

- Logo placement & hyperlink on event homepage
- Signage throughout venue
- Logo placement on promotional flyers
- Logo placement in advertising spots
- Logo placement on celebrity Step and Repeat (co-branded)
- Half page in Event Program
- Logo inclusion in promotional newsletter
- Table for 4 Vip meet n Greet performers
- Red carpet interview product placement
- 1 presenter spot
- Dinner Table for 4 Vip meet n Greet performers

#### Gold Package (\$5,000 10 Available)

- Premium logo placement & hyperlink on event homepage
- Signage placement throughout venue
- Logo placement on promotional flyers
- Logo placement in advertising spots
- Logo placement on celebrity Step and Repeat (co-branded)
- 3/4 page in Event Program
- Logo inclusion in promotional newsletter
- Logo placement and projection on Gobo lighting (co-branded & rotating)
- Recognition & mention from stage (multiple)
- Six (6) All Access passes with premium seating & after party
- Red Carpet Interview and product placement
- 1 presenter slot
- Dinner n' 1 Bottles of favorite spirits IE rum, vodka, etc...

#### Bronze Package (\$500 25 Available)

- Includes print and media add placement Small Slot
- 1/4 page in Event Program
- Red carpet entrance
- VIP Table for 4
- 25 Co-operative sponsors IE radio stations, printers, media publications local press, media etc...
- 4 general admission tickets
- Individual Table Product placement

#### Marketing & Promotional Opportunities:

- Category Exclusivity
- Merchandising Table
- Onsite Signage
- Consumer Sign-Ups & Data Collection
- Logo Inclusion in Pre & Post Event Collateral
- Media Messaging

**Demographic:** 90% of attendees are upper HH 30 to 50 years old (53% male, 47% female). Upper HH is higher household income than the national average. The median yearly income is \$40,000 + with expenditures of discretionary income per month and frequency include: clothing (\$100-\$200 total, 3-5 times per month). Music/DVD/Video games (\$18-\$50 total, 1-3 times per month). Entertainment (\$20-\$80 total, 3-6 times per month). Dining (\$30-\$80 total, 6-10 times per month). Recreation/Sports Equipment (\$100-400 total, 1-3 times per year). It should be noted that the majority (89%) of Attendee Demographics and Database have one or more college degrees, tech. savvy and are regular users with a broad range of the internet. The Demographics range from Skateboarders to Surfers, Musicians to Motocross, Hotrods to Streetbikers so these figures reflect the low end.

