



P.O. Box 21022 • Glendale, California 91221-5122
(818) 842-8444 • (818) 842-8445 Fax • www.FiestaSpanishHorse.org
CA Non-Profit #42-1620270

**A Unique and Extraordinary Benefit in Support of Cancer Research
Featuring Spectacular Performances by Incredible Horses
May 8, 2010 • Los Angeles Equestrian Center • Burbank, California**

January 2010

Dear Cancer Cure Supporter,

Ariel Davis, Marcey Verity, Rosie Heffley and Davida Oberman are just a few of our many survivors. Diagnosed with cancer several years ago, they have all had long fights with this disease, and *Fiesta of the Spanish Horse* has been a big part in helping them win their battles. They are all proud to be known as Survivors, and *Fiesta* is proud to have raised critical research dollars to help leading scientists and physicians find potential treatments and cures to assist these patients and countless others.

Now in its 12th year, *Fiesta* has become a celebrated annual tradition that attracts more than 6,000 people and 400 horses during the weekend. In the last decade, the charity has raised tens of thousands of dollars for cancer research to aid the many programs of the USC/Norris Comprehensive Cancer Center, Children's Hospital Los Angeles and other cancer research organizations. Proceeds from portions of this event have helped find new treatments for leukemia, breast cancer, lymphoma and so many other forms of this heartbreaking disease.

Fiesta of the Spanish Horse not only raises much needed funds for an exceptional cause, it plays an important role in integrating communities by honoring cancer heroes alongside a horse and people steeped in rich tradition. Saturday evening's main event, an electrifying Broadway-Style Spectacular on horseback, showcases extraordinary equine performances, featuring dazzling displays of the inimitable magnificence, elegance and agility of Andalusian, Paso Fino, Peruvian Paso and many other breeds of high-stepping horses. This show is highlighted with Latin and Mariachi Music and Dance, and includes a variety of vendors, wonderful food, a raffle/silent auction, celebrities and much more!

On behalf of those afflicted with cancer, please join us as one of our many generous supporters. A donation will provide your company with valuable exposure and play an essential role in contributing to the success of the ongoing fight against cancer. **The satisfaction you will receive by participating in this important fundraiser through sponsorships (cash or in-kind gifts), advertisement, or donation to our auction/raffle is one of a kind. Your donation will help find a cure.**

We look forward to hearing from you at (818) 842-8444 and would be happy to answer any questions or set up a personal appointment. Thank you for your consideration and support.

Sincerely,

Joanne Asman

Executive Director



Fiesta of the Spanish Horse

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Proudly Presents its 12th Annual Extravaganza
Fiesta Charity Spectacular

Benefiting Cancer Research Organizations
Saturday, May 8, 2010 • Los Angeles Equestrian Center

PATRON PROGRAM

DIAMOND PATRON \$20,000+

- Two Banners* (Main Arena & Horse Show Arena)
- Corporate/ Product Name Preceding Event Name
(If sponsorship is finalized before publicity is printed)
- Named as Presenting Sponsor on PR Material
- Full Page Ad in the Official Horse Show Premium and Program*
- Promotional Announcements during Event
- 1 Table on the Arena Floor
- 6 Center Front Row VIP Box Seats in Gold Section
- 10 General Admission Seat Tickets
- Premium Vendor Space
- VIP Parking Passes
- Handouts at Information Booth*
- Personal Liaison

EMERALD PATRON \$10,000

- Two Banners* (Main Arena & Horse Show Arena)
- Full Page Ad in Official Program*
- Promotional Announcements during Event
- 1 Table on the Arena Floor
- 6 Center Front Row VIP Box Seats in Gold Section
- 10 General Admission Seat Tickets
- Vendor Space
- VIP Parking Passes
- Handouts at Information Booth*
- Personal Liaison

PLATINUM PATRON \$5,000

- Two Banners* (Main Arena & Horse Show Arena)
- Half Page Ad in the Official Program*
- Promotional Announcements during Event
- 1 Table on the Arena Floor
- 4 Box Seats in Gold Section
- 4 General Admission Tickets
- 1 Vendor Space
- VIP Parking Passes
- Handouts at Information Booth*

GOLD MEDAL PATRON \$2,500

- One Banner* (Main Arena)
- Quarter Page Ad in the Official Program*
- Promotional Announcements during Event
- 6 Center Box Seat Tickets
- 4 General Admission Tickets
- VIP Parking Passes
- Promotional Handouts at Information Booth*

SILVER MEDAL PATRON \$1,250

- One Banner* (Main Arena)
- Promotional Announcements during Event
- 4 Box Seat Tickets
- 2 General Admission Tickets
- VIP Parking Passes
- Promotional Handouts at Information Booth*
- 20% Discount on Advertising Rates

BLUE RIBBON PATRON \$600

- One Banner* (Main Arena)
- 4 Box Seats in Silver Section
- VIP Parking Pass
- Promotional Handouts at Information Booth*
- 10% Discount on Advertising Rates

RED RIBBON PATRON \$300

- One Banner* (Main Arena)
- 2 General Admission Tickets
- 10% Discount on Advertising Rates

HORSE SHOW CLASS SPONSORSHIP \$100

- Championship Classes \$100 – Announced during Horse Show
- Regular Class \$50 – Announced during particular class

IN-KIND SPONSORSHIPS ARE WELCOME

(1.5x the Value of Cash Sponsorship) If you have a product or service that can save on cash expenses and help us donate more to Cancer Research, we will be happy to work out an In-Kind Sponsorship.

All Patrons Are Named on Fiesta's Extensively Accessed Website and Listed on Patron Page in Program and Evening Handout

*Patron Supplied Materials • Based on Availability (Date Sponsorship Received)



EXHIBITOR SPONSORSHIP / ADVERTISING ENTRY FORM

PO Box 21022 • Glendale, CA 91221-5122 • Tel (818) 842-8444 • Fax (818) 842-8445 • www.FiestaSpanishHorse.org

Fiesta Charity Spectacular Benefiting Cancer Research Organizations

CA Non-Profit 501(C)3 #42-1620270

- | | |
|---|--|
| <input type="checkbox"/> Diamond Patron\$20,000 | <input type="checkbox"/> Blue Ribbon Patron\$600 |
| <input type="checkbox"/> Emerald Patron\$10,000 | <input type="checkbox"/> Red Ribbon Patron.....\$300 |
| <input type="checkbox"/> Platinum Patron\$5,000 | <input type="checkbox"/> Horse Show Championship Class Sponsorship\$100 |
| <input type="checkbox"/> Gold Medal Patron\$2,500 | <input type="checkbox"/> Horse Show Regular Class Sponsorship.....\$50 |
| <input type="checkbox"/> Silver Medal Patron\$1,250 | <input type="checkbox"/> In-Kind Sponsorship..... (1.5x Value of Cash Sponsorship) |

Does your company have a product or service that will help us save on expenses and thereby contribute more funds to cancer research? We will be happy to design a special sponsorship for you.

VENDOR SPACE: For vendor information, please contact Paul DeNubilo at (805) 497-7020 or denubilo@adelphia.net
Note: Booth may be for all four days or Saturday only. Some sponsorships include booth space.

PROGRAM ADVERTISING: (deadline is April 15, 2010 • all dimensions below width x height)

Important Note: Your ad will appear as an insert in the May 2010 issue of Horseman's News.

With 25,000 copies printed every month, it is the largest circulated equine publication on the West Coast!

- | | |
|--|--|
| <input type="checkbox"/> Full Page Color \$850 (9.25" x 11") | <input type="checkbox"/> 1/3 Page Color\$420 (4.562" x 8.25") |
| <input type="checkbox"/> Full Page B/W\$495 (9.25" x 11") | <input type="checkbox"/> 1/3 Page B/W\$275 (4.562" x 8.25") |
| <input type="checkbox"/> Junior Page Color\$725 (7.875" x 8.25") | <input type="checkbox"/> 1/4 Page Color\$300 (4.562" x 5.375") |
| <input type="checkbox"/> Junior Page B/W\$410 (7.875" x 8.25") | <input type="checkbox"/> 1/4 Page B/W\$250 (4.562" x 5.375") |
| <input type="checkbox"/> 1/2 Page Color\$480 (9.25" x 5.375") | <input type="checkbox"/> 1/8 Page Color\$200 (4.562" x 2.625") |
| <input type="checkbox"/> 1/2 Page B/W.....\$325 (9.25" x 5.375") | <input type="checkbox"/> 1/8 Page B/W\$125 (4.562" x 2.625") |

- I want Fiesta to design my ad **for free** and am including high resolution logos, photos and/or text
 I will provide print ready, hi-res artwork (300 dpi PDF, JPEG, TIFF or EPS file) no later than April 15, 2010

Send all artwork on disk to the above address or via email to: info@FiestaSpanishHorse.org

- TICKETS:**
- | | |
|---|--|
| <input type="checkbox"/> Arena Floor Seats | # of Tickets _____ @ \$300 each = \$ _____ |
| <input type="checkbox"/> Reserve Box Seats | # of Tickets _____ @ \$35 each = \$ _____ |
| <input type="checkbox"/> General Admission | # of Tickets _____ @ \$20 each = \$ _____ |
| <input type="checkbox"/> Children/Seniors (3-12 / 65+ General Admission only) | # of Tickets _____ @ \$15 each = \$ _____ |

I regret I am unable to attend but would like to make a donation in the amount of: \$ _____

Name: _____ Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Email: _____

- My check in the amount of \$ _____ made payable to *Fiesta of the Spanish Horse* is enclosed
 Please charge \$ _____ to my: Visa MasterCard Discover American Express
 Card Number: _____ Exp Date: _____ 3 Digit Security Code: _____
 Name as shown on Card (please print) _____