



Fiesta Charity Spectacular

Presented by Fiesta of the Spanish Horse • CA Non-Profit #42-1620270

P.O. Box 21022 • Glendale, California 91221-5122

(818) 842-8444 • (818) 842-8445 Fax • www.FiestaSpanishHorse.org

January 5, 2012

Dear Cancer Supporter:

We all have friends and family that have been affected by Cancer. Many are surviving with treatment and sadly, many have lost the battle. The *Fiesta Charity Spectacular* has played a large part in helping many to win their battles. They are all proud to be known as Survivors, or as we here at Fiesta call them *Heroes*. *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 14th year, *Fiesta* has become a celebrated annual tradition that attracts more than 6,000 people and hundreds of 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 this event have helped find new treatments for leukemia, breast cancer, lymphoma and so many other forms of this heartbreaking disease.

Saturday evening's main event is an electrifying Broadway-Style Spectacular showcasing extraordinary equine performances: from dazzling displays of elegant dancing horses, to the breakneck speed and precision of Hollywood's stunt ponies! This lively show also embraces different styles of Music and Dance, and features a variety of vendors, wonderful food, a raffle/silent auction, celebrities and much more!

On behalf of all those afflicted with cancer, please join us as one of our many generous supporters. A donation will provide your company with valuable advertising exposure while playing 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 is one of a kind. You can help find a cure.

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

Thank you for your consideration and support.

Sincerely,

Joanne Asman

Executive Director

Fiesta Charity Spectacular

SATURDAY, MAY 5, 2012 * LOS ANGELES EQUESTRIAN CENTER

PROUDLY PRESENTED FOR THE 14TH YEAR BY FIESTA OF THE SPANISH HORSE BENEFITING
USC / NORRIS COMPREHENSIVE CANCER CENTER & CHILDRENS HOSPITAL LOS ANGELES



2012 PATRON PROGRAM

BENEFITS FOR ALL PATRONS INCLUDE

Exclusive exposure through logos with hyperlinks on Fiesta's Extensively Accessed Website
Sponsorship listed on our Facebook Page and Patron Pages in Horse Show Premium and Evening Program
Promotional Handouts at Information Booth *

DIAMOND PATRON \$25,000

- Naming Rights attached to Fiesta Charity Spectacular 2012
- Named as Presenting Sponsor on all PR Material (ads, PSA etc.)
- Appearance of USC Mascot Traveler at a Mutually Agreed Event
- Opportunity for a representative to address all audience members and welcome them to Fiesta on behalf of your company
- Logo, Hyperlink and Presenting Sponsor Status on Fiesta website
- Eblast announcing Sponsorship to Fiesta database of 8,000
- Two Banners (Main Arena & Horse Show Arena) *
- Full Page Color Ads in the Official Program and Horse Show Premium (inside Front Cover) **
- Promotional Announcements during Event
- 3 Tables on Arena Floor
- 24 Center Section VIP Box Seats **
- 20 General Admission Seat Tickets
- Premium 10' x 20' Vendor Space
- 10 VIP Parking Passes
- Personal Liaison

EMERALD PATRON \$10,000

- Named as Emerald Sponsor on PR Material and website **
- Appearance of USC Mascot Traveler at a Mutually Agreed Event
- Two Banners (Main Arena & Horse Show Arena) *
- Full Page Color Ad in the Official Program and Horse Show Premium (inside Back Cover) **
- Promotional Announcements during Event
- 2 Tables on Arena Floor
- 10 Center Section VIP Box Seats **
- 8 General Admission Seat Tickets
- Premium 10' x 10' Vendor Space
- 8 VIP Parking Passes

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 Arena Floor
- 8 Center Section VIP Box Seats **
- 6 General Admission Seat Tickets
- 1 Vendor Space
- 6 VIP Parking Passes

GOLD MEDAL PATRON \$2,500

- One Banner (Main Arena) *
- Quarter Page Ad in the Official Program **
- Promotional Announcements during the Event
- 1 Table on Arena Floor
- 2 VIP Parking Passes

SILVER MEDAL PATRON \$1,000

- One Banner (Main Arena) *
- 1/8 Page Ad in the Official Program **
- Promotional Announcements during the Event
- 6 Reserved Box Seats
- 2 VIP Parking Passes

BLUE RIBBON PATRON \$400

- One Banner (Main Arena) *
- 2 Reserved Box Seats
- 1 VIP Parking Pass
- Promotional Handouts at Information Booth *
- 10% Discount on Advertising Rates

HORSE SHOW CLASS SPONSORSHIP

- **Championship Classes \$100**
Announced during Horse Show
- **Regular Classes \$50**
Announced during sponsored Horse Show classes

IN-KIND SPONSORSHIPS ARE WELCOME ^

If you have a product or service that can help us reduce cash expenses and donate more to Cancer Research, we will be happy to customize a Sponsorship Package to meet your specific needs at a rate of 1.5x the Value of Cash Sponsorship
^ In-Kind Sponsors must pay \$500 per Arena Floor Table

* Patron Supplied Materials
** All Advertising, Publicity and Box Seats based on press deadlines and availability (date Sponsorship received)

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