

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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