

The Salinas United Business Association

Proudly Presents

EL GRITO

INTERNATIONAL STREET FESTIVAL

SEPTEMBER 14, 2008

CASH SPONSORSHIP

Sponsorship Levels

- Diamond: \$10,000
- Platinum: \$7,500
- Gold: \$5,000
- Silver: \$3,000
- Bronze: \$1,500

SPONSORSHIP BENEFITS

Diamond Sponsor

- Sponsor's logo will appear on three (3) all-inclusive *El Grito International Street Festival Partner* banners (4' x 8') to be displayed at the Sunrise Stage, Sunset Stage, and The 3rd Stage.
- Sponsor-supplied banner (2' x 4') will be displayed at the Hospitality Area
- Sponsor's logo will appear in a full-page all-inclusive *Diamond Partner* ad in the *El Grito International Street Festival 2008* souvenir program.
- Public acknowledgement as a *Diamond Partner* throughout the day (all three stages)
- Table for 6 to the SUBA and LULAC Fiestas Patrias Queen Coronation Gala Dinner/Dance
- Ten (10) VIP Passes to the hospitality area for food and beverages
- Five (5) VIP Parking Passes
- Sponsor's logo will appear on two (2) Festival web pages with a link to the Sponsor's homepage for a minimum of twelve (12) months
- Sponsor will be acknowledged as one of the Festival's *Diamond Partners* in all press releases and interviews for radio and/or television segments
- One framed *El Grito International Street Festival 2008* poster
- Five (5) official *El Grito International Street Festival 2008* T-shirts
- One (1) booth space in a prime area for the Sponsor or an organization of choice (includes tent).

Platinum Sponsor

- Sponsor's logo will appear on three (3) all-inclusive *El Grito International Street Festival Partner* banners (4' x 8') to be displayed at the Sunrise Stage, Sunset Stage, and The 3rd Stage.
- Sponsor-supplied banner (2' x 4') will be displayed at the Hospitality Area
- Sponsor's logo will appear in a full-page all-inclusive *Platinum Sponsor* ad in the *El Grito International Street Festival 2008* souvenir program.
- Public acknowledgement as a *Platinum Sponsor* throughout the day (all three stages)
- Four tickets to the El Grito and Fiestas Patrias Queen Coronation Gala Dinner/Dance
- Five (5) VIP Passes to the hospitality area for food and beverages
- Two (2) VIP Parking Passes
- Sponsor's logo will appear on two (2) Festival web pages with a link to the Sponsor's homepage for a minimum of six (6) months
- Sponsor will be acknowledged as one of the Festival's *Platinum Sponsors* in all press releases and interviews for radio and/or television segments
- One (1) framed *El Grito International Street Festival 2008* posters
- Two (2) official *El Grito International Street Festival 2008* T-shirts
- One (1) booth space for the Sponsor or an organization of choice (includes tent).

Gold Sponsor

- Sponsor's logo will appear on two (2) all-inclusive banners (4' x 8') to be displayed at the Sunrise Stage and Sunset Stage
- Sponsor's logo will appear in a ½-page all-inclusive *Gold Sponsor* ad in the *El Grito International Street Festival 2008* souvenir program.
- Public acknowledgement as a *Gold Sponsor* throughout the day (at two stages)
- Two tickets to the El Grito and Fiestas Patrias Queen Coronation Gala Dinner/Dance
- Four (4) VIP Passes to the hospitality area for food and beverages
- Sponsor's logo will appear on two (2) Festival web pages with a link to the Sponsor's homepage for a minimum of three (3) months
- Sponsor will be acknowledged as one of the Festival's *Gold Sponsors* in all press releases and interviews for radio and/or television segments
- One (1) professionally framed *El Grito International Street Festival 2008* poster
- One (1) official *El Grito International Street Festival 2008* T-shirt
- One (1) booth space for the Sponsor or an organization of choice (includes tent).

Silver Sponsor

- Sponsor's logo will appear on two (2) all-inclusive banners (4' x 8') to be displayed at the Sunrise Stage and Sunset Stage
- Sponsor's logo will appear in a ½-page all-inclusive *Silver Sponsor* ad in the *El Grito International Street Festival 2008* souvenir program.

- Public acknowledgement as a *Silver Sponsor* throughout the day (at two stages)
- Two (2) VIP Passes to the hospitality area for food and beverages
- Sponsor's logo will appear on two (2) Festival web pages with a link to the Sponsor's homepage for a minimum of three (3) months
- One (1) professionally framed *El Grito International Street Festival 2008* poster
- One (1) official *El Grito International Street Festival 2008* T-shirt
- One (1) booth space for the Sponsor (includes tent).

Bronze Sponsor

- Sponsor's logo will appear on two (2) all-inclusive banners (3' x 6') to be displayed at the Sunrise Stage and Sunset Stage (skirt level)
- Sponsor's logo will appear in a ½-page all-inclusive *Bronze Sponsor* ad in the *El Grito International Street Festival 2008* souvenir program.
- Two (2) VIP Passes to the hospitality area for food and beverages
- Sponsor's logo will appear on two (2) Festival web pages with a link to the Sponsor's homepage for a minimum of three (3) months
- One (1) professionally framed *El Grito International Street Festival 2008* poster
- One (1) official *El Grito International Street Festival 2008* T-shirt

NEGOTIABLE

The El Grito International Street Festival Coordinator may negotiate and further refine the contents of each sponsorship category above in order to provide the Sponsor with the level of exposure that best meets the needs of both Sponsor and the Festival.

SPONSORSHIP INTEREST FORM

Please, complete the Sponsorship Interest Form attached and fax to (831) 796-0876.

In order to ensure maximum exposure in the event's collateral material, Sponsors should submit their form immediately. Contact the SUBA office at (831) 796-0896 for important information regarding cash sponsorships, including submission deadlines and instructions for submitting company logos.

El Grito
International Street Festival

September 14, 2008

SPONSORSHIP INTEREST FORM

Please, complete the form below and fax to (831) 796-0876.

No, my company is not interested in providing cash sponsorship for the *El Grito International Street Festival 2008*.

Yes, my company will be a Cash Partner / Cash Sponsor for the *El Grito International Street Festival 2008*.

Sponsorship Level: Diamond Partner Platinum Sponsor Gold Sponsor
 Silver Sponsor Bronze Sponsor

Contact Person: _____ Company: _____

Telephone: _____ Email: _____

A representative from our office will be contacting prospective sponsors upon receiving the completed form. In the interim, should you have any questions or require additional information, please don't hesitate to contact us at (831) 796-0896.

Thank You!

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