

2010 Bastille Day Los Angeles Festival Sponsorship Opportunities



REACH YOUR AUDIENCE

in a relaxed environment...

when they are **EAGER TO TRY NEW THINGS**

GENERATE

sales leads

FESTIVAL TITLE SPONSOR

\$50,000

• "The 2010 Bastille Day Los Angeles Festival presented by ..."

- Branding of General Admission Entrance
- Balloon Branding Program
- Logo printed on 10,000 wristbands
- 50 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses
- Your company name and logo will appear on the official Bastille Day T-shirts
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2010 Bastille Day Festival website
- 5-minute stage presentation opportunity
- Back Cover of 10,000 Festival Programs
- 1 double booth
- 20 VIP Tent passes with complimentary food and drinks and reserved tables
- 2 reserved parking spaces

MAIN STAGE SPONSOR

\$35,000

• Insert your company name as the Main Stage Sponsor

- Branding of the backdrop, the side banners, and the front banner of stage
- 25 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2010 Bastille Day Festival website
- Your company will be named on stage
- Full-page ad into 10,000 Festival Programs - preferred position
- 1 double booth
- 10 VIP Tent passes with complimentary food and drinks and reserved tables
- 2 reserved parking spaces

VIP TENT SPONSOR

\$25,000

• Insert your company name as the VIP Tent Sponsor

- Branding of the VIP tent
- Branding of the VIP tent cocktail napkins
- Gift bags branding (if applicable)
- 20 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2010 Bastille Day Festival website
- Your company will be named on stage
- Full-page ad into 10,000 Festival Programs - preferred position
- 1 booth
- 10 VIP Tent passes with complimentary food and drinks and reserved tables
- 2 reserved parking spaces

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CREATE

new revenue streams

GAIN visibility in a
most creative way

globally
REACHING
media reach

WAITERS RACE SPONSOR \$10,000

- Your company logo branding on waiters berets
- Your company logo branding on waiters aprons
- Your company logo branding on waiters tray
- 20 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2010 Bastille Day Festival website
- Your company will be named on stage
- Full-page ad into 10,000 Festival Programs preferred position
- 1 booth
- 4 VIP Tent passes with complimentary food and drinks

PETANQUE AREA SPONSOR \$6,000

- Insert your company name as the Petanque Area Sponsor
- Your company logo branded on flag markers, and all other promotional items related to the petanque game
- 10 general admission tickets
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company will be named on stage
- Full-page ad into 10,000 Festival Programs
- Your company name will appear on Bastille Day press releases
- Link to the official 2010 Bastille Day Festival website
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses
- 1 booth
- 4 VIP Tent passes with complimentary food and drinks

PICNIC AREA SPONSOR \$6,000

- Insert your company name as the Picnic Area Sponsor
- Your company logo branded on table clothes
- Your company logo branded on umbrellas
- Your company logo branded on flag markers
- 10 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2010 Bastille Day Festival website
- Your company will be named on stage
- Full-page ad into 10,000 Festival Programs
- 1 booth
- 4 VIP Tent passes with complimentary food and drinks

BEVERAGE COMPANIES

Inquire about the **EXCLUSIVE POURING
RIGHTS SPONSOR \$10,000**

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ENJOY creative
activation strategies

COMMUNICATE
with your target audience

CREATE branding
awareness

BRANDING AWARENESS PROGRAM **\$1,850**

- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses.
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name will appear on Bastille Day press releases
- Link to the official 2010 Bastille Day Festival website
- Your company will be named on stage
- Full page ad into 10,000 Festival Programs
- 1 booth
- 2 VIP Tent passes with complimentary food and drinks

SUMMARY

- Bastille Day Title Sponsor \$50,000
 - Main Stage Sponsor \$35,000
- VIP Tent Sponsor \$25,000
 - Waiters Race Sponsor \$10,000
- Petanque Sponsor \$ 6,000
 - Picnic Area Sponsor \$ 6,000
- Branding Awareness Program \$ 1,850