



# 15<sup>TH</sup> ANNIVERSARY MUSIC CELEBRATION & KALEIDOSCOPE STRATEGIC ADVERTISING PACKAGES

*Saturday, March 20, 2010 ~ SmashBox Studios ~ Culver City*  
**OPEN TO THE PUBLIC**

**Presenting Sponsor\*** (one sponsorship available at this level) ..... \$20,000  
{ \$19,050 tax deductible amount of donation }

- Your name and/or company name and logo included on all printed materials as **Presenting Sponsor** for both daytime and nighttime events.
- Your name and/or company name acknowledged in all press releases (pre/post).
- Your name and/or company name and logo included on all signage at both daytime and nighttime events.
- Verbal recognition as **Presenting Sponsor** at both events.
- Registration signage at all registration areas for both daytime and nighttime events.
- Speaking opportunity to introduce a featured artist and musical selection at the daytime event.
- 40' X 20' prime booth space in Interactive Expo.
- Full-page advertisement in official **Expo Reference Guide** (daytime event).
- Product placement in 25 gift bags for featured artists and **VIP 15<sup>th</sup> Anniversary Reserved Seating Ticket Holders** (optional).
- Special VIP **15<sup>th</sup> Anniversary Reserved Seating Tickets** for Music Celebration for ten (10) guests (daytime event).
- Complimentary parking for five (5) cars (daytime event).
- Exclusive VIP tickets for twenty (20) guests to attend Kaleidoscope (nighttime event).
- Complimentary valet parking for ten (10) cars (nighttime event).
- Full-page 4-color Back Cover advertisement in Kaleidoscope Ad Journal (6.5" x 6.5").
- Recognition and promotion as **Presenting Sponsor** with company name and logo on New Roads School website [www.newroads.org](http://www.newroads.org) with option to link to your website.
- A portion of your gift will establish a Financial Aid Scholarship Fund in the name of your choice for one year.

**Premier Sponsor\*** (two sponsorships available at this level) ..... \$15,000  
{ \$14,440 tax deductible amount of donation }

- Your name and/or company name and logo included on all printed materials as **Premier Sponsor** for both daytime and nighttime events.
- Your name and/or company name acknowledged in all press releases (pre/post).
- Your name and/or company name and logo included on all signage at both daytime and nighttime events.
- Verbal recognition as **Premier Sponsor** at both events.
- Registration signage at all registration areas for both daytime and nighttime events.
- 30' X 20' prime booth space in Interactive Expo.
- Full-page advertisement in official **Expo Reference Guide** (daytime event).
- Product placement in 25 gift bags for featured artists and **VIP 15<sup>th</sup> Anniversary Reserved Seating Ticket Holders** (optional).
- Special VIP **15<sup>th</sup> Anniversary Reserved Seating Tickets** for Music Celebration for eight (8) guests (daytime event).
- Complimentary parking for four (4) cars (daytime event).
- Exclusive VIP tickets for ten (10) guests to attend Kaleidoscope (nighttime event).
- Complimentary valet parking for five (5) cars (nighttime event).
- Full-page front inside cover or back inside cover advertisement in Kaleidoscope Ad Journal (6.5" x 6.5").
- Recognition and promotion as **Premier Sponsor** with company name and logo on New Roads School website [www.newroads.org](http://www.newroads.org) with option to link to your website.
- A portion of your gift will establish a Financial Aid Scholarship Fund in the name of your choice for one year.

NRS is a non-profit organization that operates under the tax id #95-4823489, and meets all the requirements of the IRS code, section 501 (c) (3)

**Community Sponsor\*** (four sponsorships available at this level)..... \$10,000  
{ \$9,350 tax deductible tax deductible amount of donation }

- Your name and/or company name and logo included on all printed materials as **Community Sponsor** for both daytime and nighttime events.
- Your name and/or company name acknowledged in all press releases (pre/post).
- Your name and/or company name and logo included on all signage at both daytime and nighttime events.
- Verbal recognition as **Community Sponsor** at both events.
- Registration signage at all registration areas for both daytime and nighttime events.
- 20' X 10' prime booth space in Interactive Expo.
- Full-page advertisement in official **Expo Reference Guide** (daytime event).
- Product placement in 25 gift bags for featured artists and **VIP 15<sup>th</sup> Anniversary Reserved Seating Ticket Holders** (optional).
- Special VIP **15<sup>th</sup> Anniversary Reserved Seating Tickets** for Music Celebration for six (6) guests (daytime event).
- Complimentary parking for three (3) cars (daytime event).
- Exclusive VIP tickets for eight (8) guests to attend Kaleidoscope (nighttime event).
- Complimentary valet parking for four (4) cars (nighttime event).
- Full-page 4-color advertisement in Kaleidoscope Ad Journal (6.5" x 6.5").
- Recognition and promotion as **Community Sponsor** with company name and logo on New Roads School website [www.newroads.org](http://www.newroads.org) with option to link to your website.
- A portion of your gift will establish a Financial Aid Scholarship Fund in the name of your choice for one year.

**Standard Expo Booth\***..... \$2,500  
{ \$2500 tax deductible tax deductible amount of donation }

**Standard Expo Booth:**

- 10' x 10' booth space in Interactive Expo.
- General listing in **Expo Reference Guide** (Company name, logo and website).
- Quarter-page advertisement in Kaleidoscope Ad Journal (3 1/4" x 3 1/4").
- Recognition and promotion as **Expo Sponsor** with company name and logo on New Roads School website [www.newroads.org](http://www.newroads.org) (option to link to your website).
- Four (4) complimentary passes to daytime event.

**Upgraded Expo Booth\***..... \$3,000  
{ \$3000 tax deductible tax deductible amount of donation }

**Upgraded Expo Booth:**

- 10' x 20' booth space in Interactive Expo.
- Full-Page listing in **Expo Reference Guide** (Company name, logo, website and description).
- Half-page advertisement in Kaleidoscope Ad Journal (3 1/4" x 6 3/4").
- Recognition and promotion as **Expo Sponsor** with company name and logo on New Roads School website [www.newroads.org](http://www.newroads.org) (option to link to your website).
- Eight (8) complimentary passes to daytime event.

**Presale: Two (2) Special Anniversary Reserved Seating Tickets\***..... \$1,000  
{ \$900 tax deductible tax deductible amount of donation }

- Reserved Box Seating for two (2) at 15<sup>th</sup> Anniversary Music Celebration (daytime event).
- Two (2) Bento Boxes prepared for box seats during 15<sup>th</sup> Anniversary Music Celebration (daytime event).
- Admission to Wine Garden for two (2) at 15<sup>th</sup> Anniversary Music Celebration (daytime event; must be 21+ years old).
- Two (2) tickets to attend 15<sup>th</sup> Annual Kaleidoscope (nighttime event).
- Complimentary valet parking for one (1) car at Kaleidoscope (nighttime event).
- Half-page advertisement in Kaleidoscope Ad Journal (3 1/4" x 6 3/4")

**RESERVE YOUR ADVERTISING OPPORTUNITY**

Date \_\_\_\_\_ Advertising Package(s) \$ \_\_\_\_\_  
Donation(s) Only \$ \_\_\_\_\_  
**TOTAL CONTRIBUTION** \$ \_\_\_\_\_

Name(s) (as it should appear in printed materials): \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Charge  MasterCard  VISA  AmEx Card # \_\_\_\_\_ Exp \_\_\_\_\_

Amount \$ \_\_\_\_\_ Signature \_\_\_\_\_

**New Roads School - Development Office 3131 Olympic Boulevard, Santa Monica, CA 90404 • 310.828.5582 • fax 310.828.2582 •**

If you have any questions, please contact Bob Dixon in the Development Office 310.828.5582 or [bdixon@newroads.org](mailto:bdixon@newroads.org).