

# BAILE DE LOS NIÑOS

## Presenting Sponsor \$25,000

Sponsor shall be positioned as the presenting sponsor for Baile de Los Niños and be included in the four-day, 3<sup>rd</sup> Annual Salsa Music Seminar as well as at the four-day West Coast Salsa Congress. The Presenting Stage Sponsorship puts your brand in front of an estimated 30,000 consumers, in a setting that is exactly what Baile de Los Niños embodies...empowering our youth through music and dance, culture and fun! Your logo and message will be integrated into all signage, collateral, press and media, positioning you as the major Sponsor of Baile de Los Niños . Sponsor will work with Baile de Los Niños to create promotions targeted to achieve specific marketing goals and objectives. For this package, Sponsor will receive the following:

<p><b>PERFORMANCE STAGES</b></p> <p>Prominent stage signage for Performance and Music stages. Sponsor shall receive shared positioning on the following stage signage:</p> <ul style="list-style-type: none"><li>• Premium Stage Gobo placement.</li><li>• 25' X 2' Pavilion Entrance Banners (1) – to be supplied by client</li><li>• 5' x 5' Tower Banner (2) – to be supplied by client</li></ul> <p><b>DISPLAY BOOTHS</b></p> <p>15' x 15' booth space located in a high traffic area next to stage. Sponsor may use the space for display or promotional activities including, but not limited to, distribution of collateral materials, discount coupons, database development and contests.</p> <p><b>MEDIA CAMPAIGN</b></p> <p>Logo/Name identification in the following:</p> <ul style="list-style-type: none"><li>• Premium placement on all event related collateral (200,000 flyers and 5,000 posters)</li><li>• All paid and trade print advertising</li><li>• Name/Logo on all radio and television spots (mutually agreed)</li></ul>	<p><b>WEBSITE</b></p> <p>Name/Logo positioning on the event Web site. Included are the following:</p> <ul style="list-style-type: none"><li>• Prominent position on front homepage</li><li>• Hyperlink buttons on each page</li><li>• Prominent positioning on promotional emails</li></ul> <p><b>TICKETS &amp; HOSPITALITY</b></p> <p>Sponsor shall receive the following:</p> <ul style="list-style-type: none"><li>• VIP All Access (15 passes)</li><li>• 25 evening passes</li><li>• Complimentary parking (5 passes)</li><li>• Up to 100 discounted tickets for promotional purposes</li></ul> <p><b>PRODUCT EXCLUSIVITY</b></p> <p>Sponsor shall be given exclusive rights for its products and services.</p>
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*“Children are the rhythms of tomorrow.”*

# BAILE DE LOS NIÑOS

## Category Sponsor \$10,000

Sponsor shall be positioned as an exclusive Category sponsors for the four-day, 3<sup>rd</sup> Annual Salsa Music Seminar and be included at the four-day West Coast Salsa Congress. The Category Sponsorship puts your brand in front of tens of thousands of consumers at a fraction of the cost of the exclusive Presenting Sponsorship. Sponsor will work with Baile de Los Niños to create promotions targeted to achieve specific marketing goals and objectives. For this package, Sponsor will receive the following:

### OFFICIAL SPONSOR

Sponsor will be promoted as a sponsor of the Musician's Seminar (e.g., instruments, equipment, airlines, etc...)

### PERFORMANCE STAGE

Prominent stage signage for Music stage.

Sponsor shall receive shared positioning.

- 10' X 3' banners located near entrance or inside venue near stage (2) – to be supplied by client

### PRODUCT SALES

Sponsor will have the exclusive right to sell and promote its products on site for the designated category. Terms and prices mutually agreed upon by Sponsor and Baile de Los Niños, Inc.

### DISPLAY BOOTHS

15' x 15' booth space located in a high traffic area next to stage. Sponsor may use the space for display or promotional activities including, but not limited to, distribution of collateral materials, discount coupons, database development and contests.

### MEDIA CAMPAIGN

Logo/Name identification in the following:

- Premium placement on all event related collateral (200,000 flyers and 5,000 posters)
- All paid and trade print advertising

### WEBSITE

Name/Logo positioning on the event Web site.

Included are the following:

- Prominent position on front homepage
- Hyperlink buttons on each page
- Prominent positioning on promotional emails

### TICKETS & HOSPITALITY

Sponsor shall receive the following:

- VIP All Access (10 passes)
- 15 evening passes
- Complimentary parking (2)
- Up to 50 discounted tickets for promotional purposes

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## KEY DONOR CIRCLE

### Senior Sponsor (\$5,000)

Provides 10 students full tuition to participate in the 4-day, 3<sup>rd</sup> Annual Salsa Music Seminar in May 2006

#### **JOURNAL**

Sponsor will receive (1) full-page ad in the West Coast Salsa Congress Journal for advertising purpose or tribute distributed to 30,000+ attendees.

#### **WEBSITE**

Name/Logo positioning on the event Web site.

- Positioning on promotional emails

#### **TICKETS & HOSPITALITY**

Sponsor shall receive the following:

- Access to Backstage VIP lounge for the opening concert at the Salsa Congress (6 VIP passes)
- 10 evening passes
- Complimentary parking (2)

### Junior Sponsor (\$2,500)

Provides 5 students full tuition to attend the 4-day, 3<sup>rd</sup> Annual Salsa Music Seminar in May 2006

#### **JOURNAL**

Sponsor will receive (1) half-page ad in the West Coast Salsa Congress Journal for advertising purpose or tribute distributed to 30,000+ attendees.

#### **WEBSITE**

Name/Logo positioning on the event Web site.

- Positioning on promotional emails

#### **TICKETS & HOSPITALITY**

Sponsor shall receive the following:

- Access to Backstage VIP lounge for the opening concert at the Salsa Congress (2 VIP passes)
- 6 evening passes
- Complimentary parking (1)

### Supporter (\$1,000)

Provides 2 students full tuition to attend the 4-day, 3<sup>rd</sup> Annual Salsa Music Seminar in May 2006

#### **JOURNAL**

Sponsor will receive one 1/3 page ad in the West Coast Salsa Congress Journal for advertising purpose or tribute distributed to 30,000+ attendees.

#### **WEBSITE**

Name/Logo positioning on the event Web site.

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