



sleepless IN SAN DIEGO

SATURDAY, APRIL 28, 2007
SAN DIEGO CIVIC CENTER CONCOURSE

Sponsorship Benefits

There are four (4) levels of sponsorship. Listed below are the benefits according to sponsorship level: Title, Gold, Patron and In Kind.

TITLE: \$25,000

- Listed in all collateral materials as the main sponsor of the event.
- Premier placement of your company name and logo on all *sleepless* IN SAN DIEGO program materials including event poster, t-shirt and brochure.
- Prominent placement of company signage at the event (per event guidelines).
- Listed as sponsor in all event media releases.
- Media relations staff will actively pitch your company representatives as preferred sources for media interviews and broadcast coverage.
- Opportunity to showcase company products or services to all event attendees (per event guidelines).
- Special recognition and acknowledgement at the event.
- Prominent listing as a sponsor on the San Diego Rescue Mission web page.
- Affiliation with the San Diego Rescue Mission, the region's leading non-profit organization, bringing people "From Homelessness to Hope" for over 50 years by providing comprehensive treatment programs for more than 300 people every night.

GOLD: \$10,000

- Placement of your company name and logo on all *sleepless* IN SAN DIEGO program materials including event poster, t-shirt and brochure.
- Prominent placement of company signage at the event (per event guidelines).
- Opportunity to showcase company products or services to all event attendees (per event guidelines).
- Special recognition and acknowledgement at the event.
- Prominent listing as a sponsor on the San Diego Rescue Mission web page.
- Affiliation with the San Diego Rescue Mission, the region's leading non-profit organization, bringing people "From Homelessness to Hope" for over 50 years by providing comprehensive treatment programs for more than 300 people every night.

PATRON: \$5,000

- Placement of your company name and logo on *sleepless* IN SAN DIEGO program materials including event poster and brochure.
- Placement of company signage at the event (per event guidelines).
- Special recognition and acknowledgement at the event.
- Listing as a sponsor on the San Diego Rescue Mission web page.
- Affiliation with the San Diego Rescue Mission, the region's leading non-profit organization, bringing people "From Homelessness to Hope" for over 50 years by providing comprehensive treatment programs for more than 300 people every night.

IN KIND: Including food, beverages, t-shirts, goody bag items, media

- Benefits equivalent to donation value.