

Positive Alternative Recreation Teambuilding Impact Program

PARTI

# Exposure Celebrity Casino Night

It is through the support of businesses and organizations, that we are able to strengthen our programs and develop new and innovative projects to serve our youth and community.

Reasons why should become a sponsor:

- Over 400 attendees including business leaders and elected officials
- Market your company to over 10,000 youth ages 12-25 in the Bay Area continuously throughout the year.
- Tax Deductable Donation and volunteer opportunities for your employees.
- Make an impact in the community by making a difference Lives of youth.
- Have an exciting and fun for your employees and benefit from networking opportunities.



**21+ ONLY** Vegas **EXPOSURE**  
CELEBRITY CASINO NIGHT

**WIN A TRIP TO VEGAS**

**INSIDE**  
Mariani's Inn & Restaurant  
2500 El Camino Real  
From Hwy 101  
Exit Montague Expressway West  
SANTA CLARA, CALIFORNIA  
INFORMATION 408-561-4664

**FEATURING**  
Vegas Fashion Show  
**Silent Auction**  
Professional Development Cocktail Hour (5-7 pm)  
Your Favorite Vegas Casino Games  
5pm to 11pm / Friday, Sept. 30, 2011

**PRICE INCLUDES** APPETIZERS, 2 COMPLIMENTARY DRINK TICKETS,  
30 GAME CHIPS, NETWORKING, AND 5 COMPLIMENTARY RAFFLE TICKETS  
**PROCEEDS TO BENEFIT PARTI LEADERSHIP PROGRAM**  
PURCHASE TICKETS AT [WWW.PARTIPROGRAM.COM](http://WWW.PARTIPROGRAM.COM)



The mission of the P.A.R.T.I. Program is to promote education around healthy lifestyles and healthy decision making. The goal of the P.A.R.T.I. Program is to provide leadership, recreational, and violence prevention activities that will assist youth in making healthy lifestyle decisions.

**BENEFIT TO SUPPORT THE GREAT WORK OF THE  
POSITIVE ALTERNATIVE RECREATION TEAMBUILDING IMPACT PROGRAM**

**OUR PROGRAMS**  
LEADERSHIP  
CIVIC ENGAGEMENT  
CULTURAL/PERFORMING ARTS  
VIOLENCE PREVENTION  
HEALTH/FITNESS

The P.A.R.T.I. Program is widely known as a dedicated, non-profit organization with the primary mission of enhancing critical thinking skills in today's youth by providing teambuilding classes, retreats, recreational activities, cultural diversity training and mentoring programs.

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Sponsor business name or logo prominently displayed in advertisements including:

SPONSORSHIP LEVELS	TITLE SPONSOR \$10,000	GOLD SPONSOR \$7,500	SILVER SPONSOR \$5,000	BRONZE SPONSOR \$3,750	STAGE SPONSOR \$2,500
NAMING RIGHTS	TITLE	PRESENTED BY			
LOGO ON STAGE BANNER	■	■	■	■	■
RADIO SPOT MENTION	■				
MASTER OF CEREMONIES ACKNOWLEDGMENT	■	■	■	■	■
LOCAL PRINT ADVERTISEMENT AND PROMOTION	■	■	■	■	■
LOCAL ADVERTISING POSTER/FLYERS	■	■	■	■	■
FEATURE IN OFFICIAL EVENT PROGRAM GUIDE	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	HALF PAGE
OFFICIAL PRESS RELEASES AND ANNOUNCEMENTS	■	■	■	■	■
PROMINENT WEB PRESENCE (LOGO)	■	■	■	■	■
CORPORATE LOGO ON ALL FESTIVAL PROMOTIONAL ITEMS	■				
PRE AND POST PRESS COVERAGE ACKNOWLEDGMENT	■	■	■	■	■
CORPORATE BANNER ON MAIN STAGE	■	■			
FESTIVAL ENTRANCE PHOTO OPPORTUNITY	■	■	■	■	■
COVERED BOOTH WITH TABLE AND SEATING	■	■	■	■	■
INVITATIONS TO FESTIVAL SPECIAL EVENTS	■	■	■	■	■

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### *Celebrity Host Sponsor \$20,000.00*

- Recognition as program activities, website, sponsorship throughout year.
- Recognition on program video
- Live on-stage public address system mentions on Rally day, Fashion show, and Wine Tasting Reception.
- Admission tickets for employees [up to 10]
- Full-page advertisement for your business in **Event** program
- Recognition in the PARTI newsletter with a circulation of over 5,000 customers.
- Up to \$2,500.00 in advertising value!
- Company logo on all event tickets.
- Promotional Bag Stuffers
- Invitation to the annual Donor Recognition Luncheon
- Inclusion in all radio public service announcements, press releases, website announcements, and emails.
- Inclusion in 15 sec. advertisement and promotional video
- Your business name included in the PARTI program's annual report
- Thank you plaque and personal letter.

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MasihiPhotography

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**Media Sponsor: 15,000.00**

- Recognition as program activities, website, sponsorship throughout year.
- Recognition on program video
- Live on-stage public address system mentions on Rally day, Fashion show, and Wine Tasting Reception.
- Admission tickets for employees [up to 10]
- Full-page advertisement for your business in *Event* program
- Recognition in the PARTI newsletter with a circulation of over 5,000 customers.
- Your business name mentioned on a minimum of 3 television promotional spots. Up to \$2,500.00 in advertising value!
- Company logo on all event tickets.
- Promotional Bag Stuffers
- Invitation to the annual Donor Recognition Luncheon
- Inclusion in all radio public service announcements, press releases, website announcements, and emails.
- Inclusion in 15 sec. advertisement and promotional video
- Your business name included in the PARTI program's annual report
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### **High Roller: \$5,000**

- Recognition as program activities, website, sponsorship throughout year.
- Recognition on program video
- Logo or name on pre-Casino Night Flyer & Print Ad
- Banner on Casino Night Stage
- Listing on Sponsorship Poster at entry to Casino Night
- Premium full page ad in Casino Night Program
- Free entry to Casino Night for ten (\$60 entry level)
- Acknowledgment from Casino Night Stage, 4x
- Listing in Casino Night Program
- Promotional material on all gaming table
- Logo on Center's front page website under "What's Happening: Casino Night"
- Inclusion in all radio public service announcements, press releases, website announcements, and emails

### **Monte Carlo: \$2,500**

- Name on pre-Casino Night Postcard, Flyer & Print Ad
- Banner at entrance of Casino Night
- Listing on Sponsorship Poster at entry to Casino Night
- Full page ad in Casino Night Program
- Free entry to Casino Night for 10 (\$60 entry level)
- 1 gaming table sponsorships
- Acknowledgment from Casino Night Stage, 4x
- Listing in Casino Night Program
- Logo on Casino Night website

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### **Lucky 7 : \$1,000**

Logo or name visibility at table as Casino Night Table Sponsor  
Listing on [Sponsorship Poster](#) at entry to Casino Night  
Half page ad in Casino Night Program  
Free entry to Casino Night for two (\$60 entry level)  
Acknowledgment from Casino Night Stage, 2x  
Listing in Casino Night Program  
Name on Casino Night website

### **All In : \$500**

Logo or name visibility at table as Casino Night Table Sponsor  
Listing on [Sponsorship Poster](#) at entry to Casino Night  
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## Exposure Sponsorship/Casino Night

### Casino Night Pre-Publication Advertising:

As a Casino Night Vegas or Monte Carlo sponsor your business logo or name will be featured on the pre-Casino Night **postcard** which will be mailed to nearly 3,000 community members on the Diversity Center mailing list and featured on the pre-Casino Night **flyer** which will be distributed through out Santa Cruz County.

**Flyer:** As a sample, view the pre-Casino Night flyer

**Artwork for Postcard Due: July 15, 2011**

**Artwork Format:** Artwork must be provided in PDF (preferred), EPS, TIFF or JPEG Format. **Final artwork must be 300 dpi resolution, with fonts converted to outlines or embedded**, grey-scale for black-white ads, in the finished output size.

### Casino Night Program Publication:

The Casino Night Program, which will be distributed to all guests, will include details of the evening such as: thanks to our sponsors, prize packages list, silent auction items, rules for winning Casino Night prizes, stage schedule, cost of "re-buying" chips, and more.

Premium Full Page (black/white)

TBA

4.75" wide x 7.75" tall

Full Page (black/white)

\$75

4.75" wide x 7.75" tall

Half Page - Horizontal (black/white)

\$50

4.75" wide x 3.75" tall

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## All Final Artwork for Program Due: August 20

**Artwork Format:** Artwork must be provided in PDF (preferred), EPS, TIFF or JPEG Format. **Final artwork must be 300 dpi resolution, with fonts converted to outlines or embedded**, grey-scale for black-white ads, in the finished output size.

**Artwork Design Assistance Available:** For businesses who do not have access to a graphic artist, graphic design assistance is available at \$65 an hour (30 minute billing intervals). Advertiser must provide text (in a text file, Microsoft Word, Simple Text or email file), and artwork (logo, photo, or graphic) in a electronic file or as flat art. Basic Ad Layout Cost: \$25. - \$65. (depending on elements provided and design needed). Logos and concept illustrations are available at an additional cost.

### Additional Sponsorship Dues Dates and Information:

List of sponsors for entrance [Sponsorship Poster](#) due August 1, 2011

Artwork for Table Sponsor visibility due: August 20

Banners (not to exceed 3'x5' or 2'x6') for sponsors due: August 20

**Article and Photos of previous Casino Nights:** [2009 and 2007 Casino Night](#)

**2010 Casino Night:** To learn more about the various PARTI Program activities, visit [www.partiprogram.com](http://www.partiprogram.com).

## Thank You 2010-11 PARTI Program Sponsors!

In 2010-11, The PARTI Program sponsors included Comerica Bank, Beshoff Mercedes-Benz and Mercedes Benz in Oakland, Mariani's Inn and Restaurant, the San Jose Peace Officer's Association, Marinello's School of Beauty, Kaiser Permanente, City of San Jose, Phi Beta Sigma Fraternity, Roketdyne Photography Club, JC Penney's, Salon Blu, Cocoa Jeans. Sultra inc, Mizutani Scissors, Kryolan Cosmoprof, Sally's beauty Supply  
Honorary Hosts: City of San Jose Councilmember Ash Kalra, City of San Jose Councilmember Kansen Chu, City of San Jose Councilmember Nancy Pyle, S City of San Jose Councilmember Madison Nguyen, Santa Clara Board of Supervisor Dave Cortese, City of San Jose Police Auditor (Ret.) Judge Ladoris H Cordell, Dr. Dermont Spell, and David Mirrasou  
**For any inquires about advertising and/or sponsorship, please contact us at:**

