



Jacqueline Siegel  
*Executive Director*  
Kevin Chaisson  
*President, Board of Directors*  
Dea Hurston  
*2007 Star Awards Chair*



## Sponsor Opportunities

**\$10,000+** **Naming sponsor opportunities are available upon request**  
Contact Jacqueline Siegel at (619) 238-0700 ext. 15, or email [jsiegel@sdpal.com](mailto:jsiegel@sdpal.com)

**\$ 5,000+** **Diamond Circle Sponsor Categories**

- ★ Invitation Sponsor (2,000 pieces mailed)
- ★ Commemorative Program Journal Sponsor (1,250 copies)
- ★ Honoree Awards Sponsor (presented to all Volunteer Honorees)
- ★ Emerging Star Award Sponsor
- ★ Dinner & Dessert Sponsor
- ★ Video Segment Production Sponsor
- ★ In-Kind or General Diamond Circle Sponsor

**Sponsor Benefits** **(\$3,944 estimated tax-deductible amount)**

- ★ 8 VIP Tickets to Star Awards with preferred seating (\$50 value per ticket)
- ★ Complimentary Valet Parking Passes for all guests (\$14 value per pass)
- ★ Full-Page Ad in Commemorative Program Journal (\$600 value)
- ★ Recognition from the stage during Awards segment of the evening
- ★ Name/Logo appears on 2,000 invitations with notation of sponsorship category
- ★ Prominent Name/Logo recognition on:
  - Event Registration Website Link (13 brand impressions per user)
  - Star Awards Sponsor Page Link
  - League Website Link (8,878 avg. hits per day/266,000 per mos.)
  - Star Awards 2007 Media Releases (name only)
  - League page in 2007-08 *What's Playing Guides* (30,000 pieces per issue)
- ★ Name/Logo recognition on:
  - Commemorative Program Journal sponsor page (1,250 copies)
  - Event Signage
  - League 2007-08 Donor pages in publicity, *Ezine*, and event materials
  - *Followspots*, the League's 2007-08 bi-annual newsletter mailed to over 1,500 donors, arts patrons and business leaders
- ★ Invitations to season programs and receptions hosted by the League
- ★ Subscriptions to 2007-08 League *Ezine* and *What's Playing* email

## Sponsor Opportunities continued

**\$ 2,500+**

### **Platinum Circle Sponsor Categories**

- ★ Star Awards Cocktail Reception Sponsor
- ★ Décor and Style Sponsor
- ★ Auction and Opportunity Drawing Sponsor
- ★ Awards Show Producer and Artistic Director Sponsor
- ★ Awards Show Crew and Cast Sponsor
- ★ In-Kind or General Platinum Circle Sponsor

### **Sponsor Benefits**

**(\$1,972 estimated tax-deductible amount)**

- ★ 4 VIP Tickets to Star Awards with preferred seating (\$50 value per ticket)
- ★ Complimentary Valet Parking Passes for all guests (\$14 value per pass)
- ★ Half-Page Ad in Commemorative Program Journal (\$300 value)
- ★ Name/Logo recognition on:
  - Commemorative Program Journal Sponsor Page (1,250 copies)
  - Event Signage
  - Star Awards Sponsor Page Link
  - League Website Link (8,878 avg. hits per day/266,000 per mos.)
  - League 2007-08 Donor pages in publicity, *Ezine*, and event materials
  - *Followspots*, the League's 2007-08 bi-annual newsletter mailed to over 1,500 donors, arts patrons and business leaders
- ★ Invitations to season programs and receptions hosted by the League
- ★ Subscriptions to 2007-08 League *Ezine* and *What's Playing* email

**\$ 1,000+**

### **Gold Circle Sponsor Category**

- ★ In-Kind or General Gold Circle Sponsor

### **Sponsor Benefits**

**(\$736 estimated tax-deductible amount)**

- ★ 2 VIP Tickets to Star Awards with preferred seating (\$50 value per ticket)
- ★ 1 Complimentary Valet Parking Passes (\$14 value)
- ★ Quarter-Page Ad in Commemorative Program Journal (\$150 value)
- ★ Name/Logo recognition on:
  - Commemorative Program Journal Sponsor Page (1,250 copies)
  - Event Signage
  - Star Awards Sponsor Page Link
  - League Website Link (8,878 avg. hits per day/266,000 per mos.)
  - League 2007-08 Donor pages in publicity, *Ezine*, and event materials
  - *Followspots*, the League's 2007-08 bi-annual newsletter mailed to over 1,500 donors, arts patrons and business leaders
- ★ Invitations to season programs and receptions hosted by the League
- ★ Subscriptions to 2007-08 League *Ezine* and *What's Playing* email



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## Sponsor Opportunities continued

**\$ 50+**

### **Friends of the Stars**

- ★ For those who can not attend the Star Awards but wish to make a contribution to support the Honorees and the League

### **Friends Benefits**

**(fully tax-deductible)**

- ★ Name recognition on:
  - Commemorative Program Journal Sponsor Page (1,250 copies)
  - Event Signage
- ★ Invitations to season programs and receptions hosted by the League
- ★ Subscriptions to 2007-08 League *Ezine* and *What's Playing* email

**For more information about sponsorship and advertising opportunities  
please contact Executive Director Jacqueline Siegel  
T (619) 238-0700 ext. 15 or E-mail [jsiegel@sdpal.com](mailto:jsiegel@sdpal.com)**

**For ticket and event information  
Please visit [www.sandiegoperforms.com](http://www.sandiegoperforms.com)**