



**27th Annual Celebration of the
Linda Vista Multi-Cultural Fair & Parade
Saturday April 21st, 2012**

Dear Community Partner,

We would like to present you with the opportunity to partner with one of San Diego's best-regarded multi-cultural street celebrations. This year, the Linda Vista Multi-Cultural Fair and Parade will be celebrating its 27th Anniversary on Saturday, April 21st, from 10:00 - 5:00pm.

Along a quarter of a mile stretch of Linda Vista Road, between Ulric and Comstock streets, the Fair is set in the heart of one of the City's most culturally diverse areas, attracting over 20,000 people. The Fair continues to offer San Diegans a fun and family-friendly place to enjoy a day-long program of free live entertainment, informational booths and arts and crafts, lively parade, activities for children, ethnic foods from around the world and more!

This year we are continuing to build a bigger and better community event, including:

- An expanded Education Lane
- Community Center
- A greater variety of ethnic cuisine and the expansion of the very successful food courts
- Continuing the fantastic variety of live entertainment on all three stages and the parade
- Opening up Morley Park for visitors to relax, play and enjoy the parade.
- An expanded Carnival Ride Zone
- Inclusion of the Art contest into the marketing and media of the fair

The success of the Annual Linda Vista Multi-Cultural Fair and Parade depends on our team of dedicated volunteers and our generous sponsors. We receive partial funding from the City of San Diego Commission for Arts and Culture and from the San Diego County Community Enhancement Program, but in order to make this a success we need your support. We invite your company to become a sponsor of this year's event.

Enclosed please find details about the sponsorship levels and benefits for this year's 27th Anniversary of the Linda Vista Multi-Cultural Fair and Parade. Additionally, we have underwriting opportunities available. For more information about sponsorship please call me at 619.746.8223 or send an e-mail to info@silkroadproductions.us.

We look forward to your sponsorship of this established cultural asset of San Diego and continued community partnership.

Sincerely,
Dennis-Michael Broussard
Silk Road Productions



**27th Annual Celebration of the
Linda Vista Multi-Cultural Fair & Parade
Saturday April 21st, 2012**

COMMUNITY PARTNERSHIP OPPORTUNITIES

MAIN STAGE SPONSOR - \$20,000 (Exclusive)

- Company name and logo prominently displayed at the Main Stage
- Recognized at the Opening Ceremony as the Main Stage Sponsor and mentioned several times during the announcement of the parade and in between performances at the Main Stage
- Included amongst VIPs and elected officials with speaking opportunity at Opening
- Opportunity to introduce an elected official
- Opportunity to ride in the Vanguard Division of the Parade with company name and logo banner on parade vehicle
- Front cover display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, advertising, e-mail blast campaigns, on the LVMCF website and all other print and radio outreach
- Company name and logo printed on 200+ volunteer T-shirts
- Two complimentary (10'x10') booth includes 8' table, canopy, electricity and select location

COMMUNITY STAGE/WORLD ARTS STAGE SPONSOR - \$10,000

Exclusive sponsorship of one of the two theme stages (Teen Spotlight or The World Arts Village Stage) includes:

- Company name and logo will be prominently displayed at the corresponding stage
- Recognized at the Opening Ceremony as one of the Theme Stage Sponsors, mentioned during the parade and from the Theme Stages in between performances
- Speaking opportunity and introduction of an entertainment act at one of the two theme stages
- Opportunity to ride in the First Division of the Parade with company name and logo banner on parade vehicle
- Inside cover display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on 200+ volunteer T-shirts
- One complimentary (10'x10') booth , includes 8' table and canopy

CARNIVAL ZONE PARTNER - \$5,000 (exclusive)

- Company and logo prominently displayed in the Carnival Zone
- Recognized at the Opening Ceremony as Carnival Zone Sponsor and mentioned throughout the day from Main Stage
- Opportunity to ride in the First Division of the Parade with company name and logo banner on parade vehicle.
- Display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on 200+ volunteer T-shirts
- One complimentary (10'x10') booth includes 8' table and canopy



**27th Annual Celebration of the
Linda Vista Multi-Cultural Fair & Parade
Saturday April 21st, 2012**

KID ZONE PARTNER – \$5,000 (exclusive)

- Company and logo prominently displayed in the Kid Zone
- Recognized at the Opening Ceremony as Kid Zone Sponsor and mentioned throughout the day from the Main Stage
- Opportunity to ride in the First Division of the Parade with company name and logo bannered on parade vehicle.
- Display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on 200+ volunteer T-shirts
- One complimentary (10'x10') booth includes 8' table and canopy

PARADE PARTNER – \$5,000 (exclusive)

- Opportunity to ride in the First Division of the Parade with company name and logo bannered on parade vehicle.
- Recognized at the Opening Ceremony as Carnival Zone Sponsor and mentioned throughout the day from Main Stage
- Display of company name and logo in fair program guide and prime ad location in the program guide
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on 200+ volunteer T-shirts
- One complimentary (10'x10') booth includes 8' table

FESTIVAL PARTNER - \$1,500

- Display of company name, logo and ad in fair program
- Logo and name displayed on all printed materials, including flyer, poster, and program book
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on 200+ volunteer T-shirts
- One complimentary (10'x10') booth

FOOD COURT PARTNER - \$1,500 (exclusive)

- Display of company name, logo and ad in fair program
- Logo and name displayed at all tables in food court
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on 200+ volunteer T-shirts
- One complimentary (10'x10') booth

T-SHIRT PARTNER - \$1,500 (exclusive)

- Display of company name, logo and ad in fair program
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on 200+ volunteer T-shirts as the T-shirt Sponsor
- One complimentary (10'x10') booth



**27th Annual Celebration of the
Linda Vista Multi-Cultural Fair & Parade
Saturday April 21st, 2012**

COMMUNITY PARTNER INFORMATION

Yes, we want to support the 27th Annual Linda Vista Multi-Cultural Fair and Parade. Enclosed is our tax deductible donation.

COMPANY NAME (as printed in Fair Program) _____

COMPANY REP _____ TITLE _____

PHONE _____ EMAIL _____

ADDRESS _____

CITY, STATE, ZIP _____

COMPANY WEB URL (for link from our website) _____

Check the desired Partnership Level:

Main Stage Partner - \$20,000

Parade Partner - \$5,000

Theme Stage Partner - \$ 10,000*

Festival Partner - \$1,500

Kids Zone Partner - \$5,000

Food Court Partner - \$1,500

Carnival Partner - \$5,000

T-Shirt Partner - \$1,500

Please make checks payable to **Linda Vista Multi-Cultural Fair, Inc.**
P.O. Box 33853 San Diego CA 92163

The Linda Vista Multi-Cultural Fair is a 501 (c) 3 non-profit organization
Tax Identification Number 33-0488294