

TITLE SPONSOR—\$50,000

- ▶ Sponsorship exclusivity
- ▶ Logo displayed on Entrance Unit of festival, each side of signage.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue as Title Sponsor.
- ▶ Display four (4) corporate banners throughout venue and at Prize Gallery.
- ▶ Name mentioned on all radio PSA's.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website (www.johnwileyprice.com), print advertisement, i.e., magazines, newspapers, other websites. (*Email EPS or PDF by Oct. 1st to kathy_nealy@msn.com*)
- ▶ Four (4) promotional signage throughout the community and/or surrounding Fair Park property as designated.
- ▶ Full Color Sponsor brand on KwanzaaFest Eco Friendly Shopping Bag distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ A 20' x 20' area, with carpet, 4 tables, 8 chairs and wastebasket, and electricity.
- ▶ Recognition at KwanzaaFest VIP Reception.
- ▶ Admission to VIP Reception for ten (10) guests.
- ▶ First right of renewal for year 2011 event.

PRESENTING SPONSOR —\$40,000

- ▶ Logo displayed on Entrance Unit to festival in lower portion of unit.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue as Presenting Sponsor.
- ▶ Display three (3) corporate banners throughout and venue.
- ▶ Name mentioned on all radio PSA's.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website (www.johnwileyprice.com), print advertisement, i.e., magazines, newspapers, other websites. (*Email EPS or PDF logo by Oct. 1st to kathy_nealy@msn.com*)
- ▶ Three (3) promotional signage throughout the community and/or surrounding Fair Park property as designated.
- ▶ One Color Sponsor brand on KwanzaaFest Eco Friendly Shopping Bag distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ Two (2) 10 x 10 booths 2 tables, 4 chairs, wastebasket, 7" x 44" sign, and electricity.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for eight (8) guests
- ▶ First right of renewal for year 2011 event.

Platinum Sponsor—\$30,000

- ▶ Sponsorship exclusivity for 5K Walk or Main Entertainment Stage.
- ▶ Logo displayed on Entrance Unit to festival and on 5K Walk or Stage Banner.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Display two (2) corporate banners throughout 5K Walk route or entertainment area.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website (www.johnwileyprice.com), print advertisement, i.e., magazines, newspapers, other websites. (*Email EPS or PDF logo by Oct. 1st to kathy_nealy@msn.com*)
- ▶ Two (2) promotional signage throughout the community and/or on surrounding Fair Park property.
- ▶ One Color Sponsor brand on Kwanzaafest Eco Friendly Shopping Bag distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ One (1) 10 x 10 booths. (2 tables, 4 chairs, wastebasket, 7" x 44" sign, and electricity
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for six (6) guests.
- ▶ First right of renewal for year 2011 event.

Gold Sponsor—\$20,000

- ▶ Sponsorship for KidFest or General designated Festival Area
- ▶ Logo displayed on Entrance Unit to festival and to KidFest or General area.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Display one (1) corporate banners throughout venue.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website (www.johnwileyprice.com), print advertisement, i.e., magazines, newspapers, other websites. (Email EPS or PDF logo by Oct. 1st to kathy_nealy@msn.com)
- ▶ One Color Sponsor brand on KwanzaaFest Eco Friendly Shopping Bag distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ One (1) 10 x 10 booth. (1 table, 2 chairs, wastebasket, 7" x 44" sign, and electricity.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for four (4) guests.

Silver Sponsor—\$10,000

- ▶ Sponsorship of VIP Reception and General designated Festival areas.
- ▶ Logo displayed on Entrance Unit to festival.
- ▶ Logo displayed on 20' x 10' KwanzaaFest Banner on outside of venue.
- ▶ Display two (1) corporate banner within venue.
- ▶ Inclusion of corporate logo on all ads promoting the festival, website (www.johnwileyprice.com), print advertisement, i.e., magazines, newspapers, other websites. (Email EPS or PDF logo by Oct. 1st to kathy_nealy@msn.com)
- ▶ One Color Sponsor brand on KwanzaaFest Promotional item distributed both days of festival.
- ▶ Opportunity for logo to be placed on *Passport to Winnings* distributed to attendees on both days.
- ▶ One (1) 10 x 10 booth. (1 table, 2 chairs, wastebasket, 7" x 44" sign, electricity is available.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for three (3) guests.

Entry Ticket Sponsor—\$10,000

- ▶ Exclusive Sponsor of KwanzaaFest 60,000 Entry Tickets.
- ▶ Logo imprinted on 60,000 Entry Tickets and distributed throughout Metroplex and surrounding States.
- ▶ Logo displayed on Entrance Unit to festival.
- ▶ Name mentioned on Radio Advertisement as Official Ticket Sponsor.
- ▶ Inclusion of Name on website (www.johnwileyprice.com).
- ▶ One (1) 10 x 10 booth. (1 table, 2 chairs, wastebasket, 7" x 44" sign, and electricity is available.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for three (3) guests

Bronze Sponsor—\$5,000

- ▶ Name displayed on Entrance Unit to festival.
- ▶ Inclusion of name on website (www.johnwileyprice.com) or print advertisement. (Email EPS or PDF logo by Oct. 1st to kathy_nealy@msn.com)
- ▶ One Color Name imprint on KwanzaaFest Eco Friendly Shopping Bag distributed both days of festival.
- ▶ One (1) 10 x 10 booth. (1 table, 2 chairs, wastebasket, 7" x 44" sign, and electricity.
- ▶ Recognition at KwanzaaFest VIP reception.
- ▶ Admission to VIP Reception for two (2) guests.