

Balboa Business Improvement District

Presents:



Fiesta de Balboa

April 18, 2010

“Fiesta de Balboa” Event Summary

The Balboa Business Improvement District is proud to announce the inaugural “Fiesta de Balboa”. This Special Event will serve as a kick off for the 63rd Newport to Ensenada International Yacht Race as well as drive people and business to the village of Balboa. It is intended that this will be year one of what will be the beginning of a new tradition for the Village and the Race and is a great opportunity to get your name and brand in front of your target market in a fun setting. The event will be on Sunday, April 18th and will span from 11:00 AM to 4:00 PM encompassing the entire village of Balboa and select media and city officials will be invited to bring more publicity to the event. The Balboa peninsula will be transformed—from the moment you drive down Balboa Blvd. into the village or step off the Ferry along the Boardwalk. The city’s parking lot between Balboa Blvd. and Palm Ave. will be changed into an all out Mexican Fiesta where sponsors can put up booths complete with food, art, crafts, etc.

The Fiesta will also have:

- Tall ships
- Art Show
- “Taste of Balboa”
- Children’s Activities
- Passport to win a free Carnival Cruise
- Craft Vendors,
- Mariachi Bands
- And much more!



NEWPORT To Ensenada International yacht Race

Gain Access to the World's Largest International Yacht Race

Yet another historic year of racing excitement graces the waterways of the Pacific Ocean, in a highly prestigious and extremely publicized yacht race. The 2010 Annual Newport to Ensenada International Yacht Race has grown to an anticipated audience of approximately 300 yachts and over 10,000 participants. Its host the Newport Ocean Sailing Association is a non-profit, volunteer organization that has been organizing and hosting the race for 63 years. A total of 18 events include various Pre-Race Seminars, welcome to Newport pre-race Fiesta, VIP Yacht Owners party, Mayors reception, Yacht Charters, Luncheons, and the famous BCYC Fiesta all are great venues to showcase your company's products. We invite you aboard this exciting journey as a corporate sponsor to this unforgettable and historic event.

International Exposure

Participating sponsors can gain from the vast amount of national and international media attention that this event holds. Millions of brand name impressions will be made from the national magazines, regional television, Internet, and print coverage generated. Previous years races have generated in excess of \$500,000 in media and public relations value. Corporate exposure and hospitality include visibility through signage and product displays/promotional sampling/sales during all of the race associated events. Three months of extensive pre-event publicity will generate vast recognition of your organization's involvement. Access to a loyal and well-established network of business executives and high net worth individuals await you within the World's Largest International Yacht Race.

Audience Demographics

Upscale, educated professionals
80% between the ages of 29-49
65% male
80% college educated
Household income \$100,000+
Computer owners and Internet users
Frequent business and pleasure travelers
Investors who rely on financial services
Homeowners



More Information

Complete details concerning the event, schedule, and educational programs are available upon request. For detailed corporate incentives and sponsorship packaging please contact:

Ralph Rodheim, 2010 Sponsorship Coordinator/ Corporate Development, Rodheim Marketing Group

Direct: (714) 557-5100 ext. 13. E-mail Ralph@rodheim-marketing.com

Or visit the Race Website at – <http://www.nosa.org>

FIESTA DE BALBOA SPONSOR BENEFIT MENU

**Title Sponsorship * Title and Presenting Sponsorship	Title Sponsor \$6,000	Presenting Sponsor \$3,000	Official Sponsor \$1,500	Partner Sponsor \$750	Underwriting Sponsor \$500
Promotion	All 21	Choose 14	Choose 10	Choose 6	Choose 3
Event Name (The " <u>Sponsor Name</u> " Fiesta de Balboa)**	X				
Advertisement in the NOSA official race program (1/2 page)**	X				
Logo on Balboa Village & NOSA websites with links to sponsor's website	X				
Logo in NOSA Notice of Race mailing and Sailing Instructions*	X				
Logo on all appropriate collateral pieces	X				
Logo placement on all appropriate Fiesta advertisements	X				
Logo placement on all appropriate Fiesta email blasts	X				
Targeted email blast to promote sponsor product or service**	X				
Mentioned in all appropriate media articles regarding the Fiesta de Balboa	X				
Right to use Fiesta and Race involvement in any ads or promotions	X				
Opportunity to display product at NOSA Pre-Race Seminars*	X				
Have banner displayed at the Fiesta (# depends on sponsorship level)	X				
Have banner displayed at the NOSA Pre-Race Seminars*	X				
Logo will appear in all appropriate printed and online race advertising*	X				
Banners will be placed on the starting vessels*	X				
Ability to present Grand Prize to winner at Fiesta	X				
Sponsor mentioned by announcer at Fiesta	X				
Have a license to use the NOSA name and logo on promo material	X				
Sponsor Category Exclusivity*	X				
Additional Benefits as Mutually Agreed Upon	X				
Logo will appear on Fiesta Poster	X				
Entertainment and Activities	All 5	Choose 4	Choose 3	Choose 2	Choose 1
Display booth at the Fiesta to sell food, crafts, art, etc.	X				
Invitation to Mayor's Cocktail Reception*	X				
Invitation(s) to VIP Boat Owner's Reception (# varies with level of sponsorship)	X				
VIP section at Fiesta (# of tickets based on level of sponsorship)	X				
Sponsor Cocktail Reception aboard Tall Ship	X				