

Commemorative 2010 Program Book

Advertisement Pricing And Mechanical Requirements

- TWO PAGE AD SPREAD.....\$7,500**
Full Bleed – 16" w x 7 1/2" h
(4-Color Advertisements Only)

- BACK PAGE AD.....\$7,000**
Bleed – 8 1/2" w x 8 1/2" h
(4-Color Advertisements Only)
Non Bleed – 7 1/2" w x 7 1/2" h

- FULL PAGE AD/COLOR.....\$5,000**
7 1/2" w x 7 1/2" h

- FULL PAGE AD / B&W.....\$3,000**
7 1/2" w x 7 1/2" h

- HALF PAGE AD / COLOR.....\$2,500**
7 1/2" w x 3 3/4" h

- HALF PAGE AD / B&W.....\$1,500**
7 1/2" w x 3 3/4" h

ARTWORK FILE FORMATS: Final electronic artwork must be submitted in one of these (High Resolution – 300 dpi and CMYK) formats: TIFF, PDF, JPEG, Illustrator EPS (Version 14 or less; all fonts outlined & hi-res links embedded), Quark File (Version 8 or less; all fonts & hi-res links included)

Artwork Due – September 8, 2010

Please deliver hard copy proof with final electronic art in proper format on CD to:

PADRES Contra El Cáncer

10220 Riverside Drive, Suite B, Toluca Lake, CA 91602
818.980.0208

CONTACT: Suzanne Gonzalez at sgonzalez@IAmHOPE.org
818.980.0208 x234

Name: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Enclosed is a check payable to PADRES Contra El Cáncer in the amount of \$ _____

Enclosed is my credit card order in the amount of \$ _____

AMEX VISA MC DISC

Name: _____

Card Number: _____ 3-Digit Security Code: _____

Expiration: _____ Date: _____

Social Service Permit on File

Non-Profit Tax I.D. # 95-4150330

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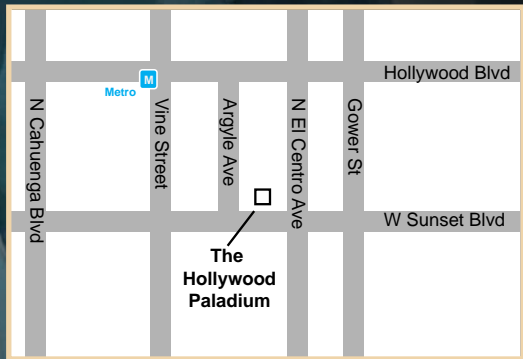


EL SUEÑO
DE
EsperanzaSM

THURSDAY, SEPTEMBER 23, 2010



The Hollywood Palladium
6215 Sunset Boulevard, Hollywood, CA 90028



DIRECTIONS FROM WEST LOS ANGELES

- Take 10 FWY. EAST
- Take the exit on the left onto the 110 FWY. NORTH toward Pasadena
- Take the exit onto the 101 FWY. NORTH toward Hollywood
- Take exit 8A to merge onto West Sunset Blvd.

DIRECTIONS FROM DOWNTOWN LOS ANGELES

- Take 101 FWY. NORTH toward Hollywood
- Take exit 8A to merge onto West Sunset Blvd.

DIRECTIONS FROM THE SAN FERNANDO VALLEY

- Take 101 FWY. SOUTH toward Los Angeles
- Take exit 9A/Vine St.
- Turn right at Vine St.
- Turn left at West Sunset Blvd.

Commemorative 2010 Program Book

Advertisement Pricing And Mechanical Requirements

PREMIER SPONSOR **\$100,000**

Pre-Event Private Cocktail Reception in L.A. for Thirty (30) Guests; Special Appearance by EVA LONGORIA PARKER; Premier Seating at Event for Thirty (30) Guests; Celebrity VIP Reception Access for Ten (10); Recognition as Major Corporate Donor within Monthly PADRES Newsletter; Prominent Recognition as Event Premier Sponsor; Prominent Product Placement during Event; Name and/or Logo Recognition on all Event materials; Logo on Red Carpet Press Wall; Inclusion in all Press Materials; Prominent Venue Signage; Prominent Name/Logo Placement on Event Donor Reel; Logo on PADRES Event Web Page and Link to Sponsor's Site; Photo Opportunity with EVA LONGORIA PARKER with Company Backdrop; Corporate Listing as Activity Sponsor during PADRES 2010 Family Activities and Events; Prominent 2-Page, 4-Color Advertisement in Commemorative Event Program Book; Opportunity to Provide Company-Branded 'Goodie Bag' Item for Event Guests (Maximum of 700 Units); Name and/or Logo Recognition for a Period of One Year on any PADRES Recap Marketing Material

VEHICLE SPONSOR **\$75,000**

Premier Seating at Event for Twenty (20) Guests; Prominent Recognition as Event Vehicle Sponsor; Opportunity for Placement of Sponsor's Vehicle of Choice on the Red Carpet; Name and/or Logo Recognition on all Event materials; Logo on Red Carpet Press Wall; Celebrity VIP Reception Access for Ten (10); Inclusion in all Press Materials; Prominent Venue Signage; Prominent Name/Logo Placement on Event Donor Reel; Logo on PADRES Event Web Page and Link to Sponsor's Site; Photo Opportunity with EVA LONGORIA PARKER with Company Backdrop; Corporate Listing as Activity Sponsor during 2010 PADRES Family Activities and Events; Back Cover, 4-Color Advertisement in Commemorative Event Program Book; Opportunity to Provide Company-Branded 'Goodie Bag' Item for Event Guests (Maximum of 700 Units); Name and/or Logo Recognition for a Period of One Year on any PADRES Recap Marketing Material

CELEBRITY LOUNGE SPONSOR **\$50,000**

Premier Seating for Twenty (20) Guests; Prominent branding within Celebrity VIP Lounge; Celebrity VIP Lounge Access for Ten (10); Name and/or Logo Recognition on all Event materials; Inclusion in all Press Materials; Prominent Venue Signage; Prominent Name/Logo Placement on Event Donor Reel; Logo on PADRES Event Web Page and Link to Sponsor's Site; Full-Page, 4-Color Ad in Commemorative Event Program Book; Opportunity to Provide Company-Branded "Goodie Bag" Item for Event Guests (Maximum of 700 Units); Name and/or Logo Recognition for a Period of One (1) Year on any PADRES Recap Marketing Material

AIRLINE SPONSOR **\$50,000**

Company will be branded as official Airline Sponsor on all event materials, as well as within the Silent Auction area and all Auction materials; Celebrity VIP Lounge Access for Ten (10); Premier Seating for Twenty (20) Guests; Name and/or Logo Recognition on all Event materials; Inclusion in all Press Materials; Prominent Venue Signage; Prominent Name/Logo Placement on Event Donor Reel; Logo on PADRES Event Web Page and Link to Sponsor's Site; Full-Page, 4-Color Ad in Commemorative Program Book; Opportunity to Provide Company-Branded "Goodie Bag" Item for Event Guests (Maximum of 700 Units); Name and/or Logo Recognition for a Period of One (1) Year on any PADRES Recap Marketing Material

TRIBUTE AWARD SPONSOR **\$50,000**

Presenting Sponsor for one of the following two Awards: (1) Ruby Oliva Cedillo Tribute Award; (2) El Sueño de ESPERANZASM Award; Celebrity VIP Lounge Access for Ten (10); Opportunity for Company Representative to Make an On-Stage Appearance to Introduce the Award at Event and Take Publicity Photos with Award Recipient(s); Premier Seating at Event for Twenty (20) Guests; Name and/or Logo Recognition on all Event materials; Inclusion in all Press Materials; Prominent Venue Signage; Prominent Name/Logo Placement on Event Donor Reel; Logo on PADRES Event Web Page and Link to Sponsor's Site; Photo Opportunity with EVA LONGORIA PARKER and 2010 Award Recipient; Full-Page, 4-Color Ad in Commemorative Event Program Book; Opportunity to Provide Company-Branded 'Goodie Bag' Item for Event Guests (Maximum of 700 Units); Name and/or Logo Recognition for a Period of One Year on any PADRES Recap Marketing Material

PLATINUM SEATING SPONSOR **\$30,000**

Premier Seating at Event for Ten (10) Guests; Name and / or Logo Recognition on all Event materials as Platinum Sponsor; Prominent Name / Logo Placement on Event Donor Reel; Logo on PADRES Event Web Page and Link to Sponsor's Site; Full-Page, Four-Color Advertisement in Commemorative Event Program Book; Opportunity to Provide Company-Branded 'Goodie Bag' Item for Event Guests (Maximum of 700 Units); Name and / or Logo Recognition for a Period of One Year on any PADRES Recap Marketing Material (e.g., Annual Report; Newsletter; etc.).

GOLD SEATING SPONSOR **\$20,000**

Gold Seating at Event for Ten (10) Guests; Name and / or Logo Recognition on all Event materials as Gold Sponsor; Prominent Venue Signage; Logo on PADRES Event Web Page and Link to Sponsor's Site; Full-Page, Four-Color Advertisement in Commemorative Event Program Book; Opportunity to Provide Company-Branded 'Goodie Bag' Item for Event Guests (Maximum of 700 Units); Name and / or Logo Recognition for a Period of One Year on any PADRES Recap Marketing Material (e.g., Annual Report; Newsletter; etc.).

SILVER SEATING SPONSOR **\$10,000**

Silver Seating at Event for Ten (10) Guests; Name and / or Logo Recognition on all Event materials as Silver Sponsor; Prominent Venue Signage; Logo on PADRES Event Web Page and Link to Sponsor's Site; Full-Page, Four-Color Advertisement in Commemorative Event Program Book.

FRIEND OF HOPE SPONSOR **\$5,000**

Silver Seating at Event for Five (5) Guests; Half - Page, Black & White Advertisement in Event Program.

INDIVIDUAL TICKETS

Premier Tickets: _____ x \$5,000.00 = _____
Gold Tickets: _____ x \$2,500.00 = _____
Silver Tickets: _____ x \$1,000.00 = _____

UNABLE TO ATTEND
Enclosed please find my tax deductible gift in the amount of \$ _____