



## ***GUIDE TO SPONSORSHIP OPPORTUNITIES***

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### **Dinah Shore Women's Weekend 2009**

**April 2nd -5th, 2009 Palm Springs, CA**

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[www.fuse-events.com](http://www.fuse-events.com)

[www.truckstopgirlz.com](http://www.truckstopgirlz.com)

[www.myspace.com/girlsoffuse](http://www.myspace.com/girlsoffuse)

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### **Introduction**

Dinah Shore Women's Weekend is an exciting five-day mega-event bringing together media, entertainment, events, and restaurant/bar promotions all targeting lesbians from across the United States. Dinah Shore Weekend is the host of the countries top lesbian promoters and parties. It is estimated that this five-day event will attract some 25,000+ vacationers to Palm Springs, CA. Through targeted customer outreach, Fuse-Events and The Truck Stop Girlz will deliver your products and marketing message to the most upscale gay consumer audience gathered in one central location.

Fuse Events offers multiple options for logo placement, product distribution, and brand-identity for your organization. We can offer a truly amazing opportunity to saturate a market and share in this wonderful setting. Some of the highlights of our sponsorship packages include:

- **Entertainment Opportunities**

Fuse Events provides numerous opportunities for your product name and marketing message to gain multiple exposures in formats such as large-scale private entertainment venues, dance parties, VIP dining events, and special fund-raisers.

- **Media**

Fuse-Events will work in conjunction with national and regional media sponsors to promote the event in ads IN magazine (Los Angeles), Lavender Lens (San Diego), GO (New York), on Facebook and Myspace

In addition, Fuse-Events distributes flyers (10,000), posters (200) and e-mail blasts (9,000 weekly) to targeted participants around the country.

- **Program Recognition**

Advertisers participating at various sponsorship levels will also be promoted during Spring of 2009 through advertisements in the official Dinah Shore Survival Guide that will be placed at all Fuse-Events productions



and emailed to their extensive list in the months leading up to Dinah Shore Weekend. In addition, sponsors will receive ad placement in this guide.

### **Fuse-Events Demographics**

- 500 – 1,000 attendees per event at our ladies' nights in Los Angeles (weekly and monthly)
- 80% Females – 20% Males
- Average age demographic is 21-45 years old
- Average spent at Dinah Shore is \$1,500 per person (accommodations and travel included)
- Most participants at Dinah Shore are from major metropolitan areas such as Los Angeles, San Diego, San Francisco, Miami, Dallas, Houston, New York, and Chicago

### **Menu of Marketing Opportunities**

The menu of sponsorship opportunities includes a wide array of entertainment and events, and on-site marketing opportunities. Sponsors are encouraged to propose additional opportunities, or to refine and customize any package to gain maximum exposure. We value your input and are willing to work to best accommodate your needs.

#### ***PLATINUM Sponsor – \$10,000***

Corporate name and logo will appear prominently in FUSEvents 2009 marketing materials and event collateral. Your corporation will receive the following recognition:

##### ***Section A***

- Two Corporate banners at all events -- banners to be provided by corporation
- VIP event passes (number dependant upon need)
- Logo placement on all Dinah Shore collateral materials.
- Logo on all Dinah Shore event passes
- Product sampling at pre-determined FUSEvents Parties

##### ***Section B***

Premiere Logo placement in full-page 4-color ads in IN Magazine	<i>value for 3 months of advertising: \$5,000.00</i>
Full page ad in Dinah Shore Survival Guide - 5,000 printed.	<i>value: \$2,000.00</i>
Premiere Logo placement on Dinah Shore Flyers - 10,000	<i>value: \$2,000</i>
Premiere Logo placement on Dinah Shore Posters - 200	<i>value \$1000.00</i>
Logo on home page of TruckStopGirlz.com and Fuse-Events.com for a minimum of 12 months	<i>value \$6,000.00</i>



Logo on top banner of Fuse-Events weekly email correspondence  
with over 9,000 members. (12 weeks minimum.) *value: \$4,000.00*

**Total Media Value: \$20,000.00**

**GOLD Sponsor - \$5,000**

Corporate name and logo will appear prominently in FUSEvents Dinah Shore marketing materials and event collateral. Your corporation will receive the following recognition:

**Section A**

- Corporate banners at the two largest events -- banners to be provided by corporation
- VIP event passes (number dependant upon need)
- Logo placement on all Dinah Shore collateral materials -- excluding print advertising.
- Product sampling at pre-determined Fuse-Events Party

**Section B**

Logo on Dinah Shore Flyers - 5,000	<i>value: \$1,000</i>
Logo placement on Dinah Shore Posters - 200	<i>value: \$1,000</i>
Logo placement in one IN Magazine Printed Ad	<i>value: \$1,500.00</i>
Logo placement on weekly e-mails (9,000 members)	<i>value: \$4,000</i>
Logo on home page of TruckStopGirlz.com and Fuse-Events.com for a minimum of 12 months	<i>value \$6,000.00</i>
½ page 4-color ad in Dinah Shore Survival guide - 5,000 printed	<i>value: \$1,500</i>

**Total Media Value: \$15,000.00**

**SILVER Sponsor - \$2,500**

Your corporation will receive the following:

- One 2' x 4' corporate banner at selected event, banner to be provided by corporation
- 4 event passes

Your corporate name and/or logo will appear on:

Dinah Shore Survival Guide- logo on sponsor page	<i>value: \$500.00</i>
Logo placement in IN Magazine Printed Ad	<i>value: \$1,500.00</i>
TruckStopGirlz.com and Fuse-Evnets.com sponsor pages	<i>value: \$3,000.00</i>



Logo placement in sponsor bar on weekly e-mails with  
9,000 members (12 week minimum)

*value: \$2,000*

**Total Media Value: \$7,000.00**

### ***FUSEevents***

#### **IN-KIND SPONSORSHIP PROGRAM**

FUSE-EVENTS gratefully accepts in-kind donations and provides sponsorship opportunities for these donors. The following program has been developed to meet the needs of our cash and in-kind sponsors.

In-kind donations include, but are not limited to:

- Printing and Copying
- Travel and accommodations
- Security services
- Silent Auction items and gift certificates
- Prizes for competitions
- Print and electronic advertising space
- Banner printing
- Light and sound services
- Bus services

All in-kind donors must also participate in the sponsorship program through a minimum cash sponsorship of \$1,500. In-kind donations are valued the following way:

In-kind donations are valued at 50% of the retail value. This value is then available to the in-kind donor at that level of sponsorship.

For example, an in-kind donation is accepted with a retail value of \$ 10,000. This donation will be valued at \$ 5,000. With the minimum cash sponsorship of \$ 1,500 the in-kind donor will receive the sponsorship benefits at the \$5,000 level.