



2011
FIREFIGHTERS BALL
— *2nd Annual* —



SPONSORSHIP PACKET

Saturday, December 31, 2011

7:30 p.m. - 1:00 a.m.

San Diego Convention Center

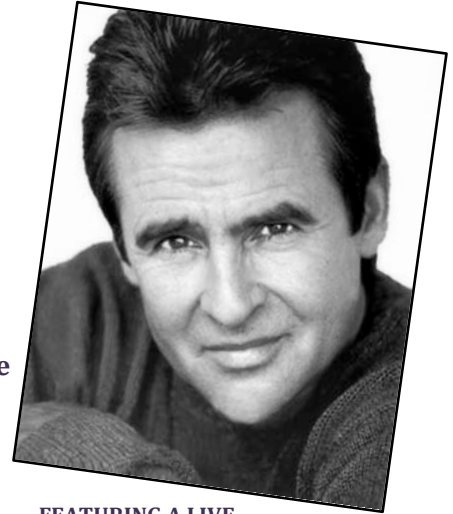
San Diego, California



2011 FIREFIGHTERS' BALL
2nd Annual

The Event

The San Diego Fire Rescue Foundation, in partnership with the **San Diego International Auto Show** and **The Xceptional Music Company**, proudly invite you to join hundreds of guests as we ring in the New Year at the *2nd Annual Firefighters' Ball*. Guests will enjoy a live concert by **Davy Jones of the Monkees**, an exclusive VIP cocktail reception on the showroom floor of the 2012 San Diego International Auto Show, a gourmet dinner in the ballroom complete with select wines, high-end silent and live auction items, dancing to an 18-piece rock orchestra, a special effects light show, and a midnight champagne toast.



FEATURING A LIVE
CONCERT BY DAVY JONES
OF THE MONKEES

The Beneficiary

Each year, our firefighters respond to thousands of fires, water-related and technical rescues, and calls for emergency medical assistance. They may have even helped you at one time. Due to budget constraints, our first responders lack the necessary funding to purchase important equipment and complete necessary training.

The San Diego Fire Rescue Foundation was created in 2006 to help provide these unmet needs that would not otherwise be available. **But, we cannot do this alone.** By supporting the *2nd Annual Firefighters' Ball* you will be supporting the Foundation in its efforts to supply our region with the highest level of equipment, training, and technology that would not otherwise be made available to them. Equipping our emergency first responders with enhanced service tools allows them to better address the hundreds of emergency call that occur daily in San Diego and the surrounding region.

The Opportunity

The *2nd Annual Firefighter's Ball* also provides your company with opportunities to:

- **Join an aggressive media and public relations campaign in partnership with our media partner, the San Diego International Auto Show**
- **Demonstrate a strong dedication to supporting the San Diego region**
- **Enhance your corporate branding**

As a community leader, ***you are in a unique position to become a hero to our emergency first responders.*** In the spirit of helping others, I invite you to review the enclosed opportunities and join us as a corporate sponsor, underwriter, or an in-kind donor. Not only will your generosity help save lives and keep our community safer, your contribution as a sponsor, underwriter, or in-kind donor will be featured in our event materials.

Now more than ever, these dedicated men and women need our support to continue to keep our San Diego community safe. Events like this are just one way they can be remembered, honored, and supported.



Wendy Robinson
Executive Director
San Diego Fire Rescue Foundation
P: 619.410.4742
E: wendy@sdfirerescue.org



Sponsorship Levels

Presenting- \$25,000

- One reserved table for 10 (10 tickets) with premier seating at the *2nd Annual Firefighters' Ball*
- Prominent sponsor logo displayed as Presenting Sponsor
- Special recognition from the podium
- Full-page, color ad in event program
- Logo recognition on the BidPal leader boards
- Inclusion in aggressive public relations campaign with media partner
- Opportunity to place items in event gift bags
- Standard benefits listed on page 2

Platinum - \$10,000

- One reserved table for 10 (10 tickets) with premier seating at the *2nd Annual Firefighters' Ball*
- Prominent Company logo displayed as Platinum Sponsor
- Special recognition from the podium
- Full-page ad in event program
- Inclusion in aggressive public relations campaign with media partner
- Opportunity to place items in event gift bags
- Standard benefits listed on page 2

BidPal - \$10,000 (1 available)

- One reserved table for 10 (10 tickets) with premier seating at the *2nd Annual Firefighters' Ball*
- Logo recognition on the top left corner of BidPal's main screen
- Premier exposure during the silent and live auctions to over 500 guests
- Logo recognition on the BidPal leader boards
- Special recognition from the podium
- Full-page ad in event program
- Inclusion in aggressive public relations campaign with media partner
- Opportunity to place items in event gift bags
- Standard benefits listed on page 2

Cocktail Reception - \$10,000

- One reserved table for 10 (10 tickets) with premier seating at the *2nd Annual Firefighters' Ball*
- Company logo displayed as Cocktail Reception Sponsor
- Logo recognition at all entrances into the cocktail reception
- Special recognition from the podium
- Full-page ad in event program
- Inclusion in aggressive public relations campaign with media partner
- Opportunity to place items in event gift bags
- Standard benefits listed on page 2



Gold - \$5,000

- One reserved table for 10 (10 tickets) with priority seating at the *2nd Annual Firefighters' Ball*
- Company logo displayed as Gold Sponsor
- Half page ad in event program
- Inclusion in aggressive public relations campaign with media partner
- Standard benefits listed below

Wine Host - \$5,000

- One reserved table for 10 (10 tickets) with priority seating at the *2nd Annual Firefighters' Ball*
- Company logo displayed as Wine Host
- Recognition at each table as Wine Host
- Half page ad in event program
- Inclusion in aggressive public relations campaign with media partner
- Standard benefits listed below

Midnight Champagne Toast - \$5,000

- One reserved table for 10 (10 tickets) with priority seating at the *2nd Annual Firefighters' Ball*
- Company logo displayed as Midnight Champagne Toast Sponsor
- Recognition from the stage at Midnight Champagne Toast Sponsor
- Half page ad in event program
- Inclusion in aggressive public relations campaign with media partner
- Standard benefits listed below

Silver - \$2,500

- One reserved table for 10 (10 tickets) with priority seating at the *2nd Annual Firefighters' Ball*
- Quarter page ad in event program
- Standard benefits listed below

Contributing - \$1,000

- Two (2) VIP tickets to attend the *2nd Annual Firefighters' Ball*
- Sponsor name recognition on the event invitation, event website, and event program
- Two (2) complimentary tickets to the 2012 San Diego International Auto Show

Standard Benefits (See deadlines listed on Sponsorship Agreement)

- Company logo included on 6,000 invitations & thousands of online invitations (deadline)
- Company logo included in A/V program at the *2nd Annual Firefighters' Ball*
- Company logo included in up to 500 event programs as corporate partner (deadline)
- Company logo included on event website
- Company recognition on email newsletters (deadline)
- Company recognition on San Diego Fire Rescue Foundation Facebook page
- Prominent signage with company logo at the private cocktail reception on the 2012 San Diego International Auto Show showroom floor and the *2nd Annual Firefighters' Ball* event ballroom.
- Ten (10) complimentary tickets to attend the 2012 San Diego International Auto Show



BidPal Sponsorship

This year the 2nd Annual Firefighters' Ball is featuring a new electronic bidding system – BidPal. Each guest will receive a BidPal device which they will use to bid on items during the silent and live auctions. We are offering an exclusive BidPal Sponsorship opportunity, which will receive exclusive logo recognition on every guest's BidPal device.

Benefits of the BidPal Sponsorship - \$10,000

BidPal - \$10,000 (1 available)

- One reserved table for 10 (10 tickets) with premier seating at the 2nd Annual Firefighters' Ball
- Logo recognition on the top left corner of BidPal's main screen
- Premier exposure during the silent and live auctions to over 500 guests
- Logo recognition on the BidPal leader boards
- Special recognition from the podium
- Full-page ad in event program
- Inclusion in aggressive public relations campaign with media partner
- Opportunity to place items in event gift bags
- Standard benefits listed on page 2





Sponsorship Agreement

Sponsor Name _____ Contact Name _____

Address _____

City/State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____

I/We agree to sponsor the 2nd Annual Firefighters' Ball as a (please check one):

- Presenting \$25,000 Platinum \$10,000 Gold \$5,000 Silver \$2,500 Contributing \$1,000
 Reception \$10,000 BidPal \$10,000 Wine \$5,000 Midnight Toast \$5,000

Important: Please indicate your name/company listing to be used for recognition.

Payment Information

Enclosed is a check made payable to the San Diego Fire Rescue Foundation (SDFRF) for \$ _____

Please charge \$ _____ to my Visa MasterCard American Express

Card Number _____ Expiration Date _____ CVC Code _____

Name on Card _____ Signature _____

This is a personal card company card

Recognition Deadlines:

Event Invitations: November 1, 2011

Event Email Newsletter: December 15, 2011

Event Program & Signage: December 15, 2011

To comply with current tax law, San Diego Fire Rescue Foundation cannot provide advertising in exchange for your donation. It is, however, permitted to provide donor recognition for sponsorship and underwriting. Therefore, your printed tribute in the event program should not be written to promote the purchase of any product or service.

San Diego Fire Rescue Foundation IRS tax identification number is 20-3461105.

For more information, please contact Wendy Robinson at 619-410-4742 or wendy@sdfirerescue.org

You may also fax this completed form to 800-910-3694, or mail it to:

San Diego Fire Rescue Foundation, P.O. Box 235837, Encinitas, CA 92023-5837

Thank you for your support.