

Mission San Juan Capistrano

2008-2009 Events Sponsor Benefits Package

OBJECTIVES OF ANNUAL MISSION EVENTS:

1. Promote the Mission's educational and cultural programs throughout the year.
2. Educate the public regarding the historical relevance and cultural makeup of Southern California and this Mission as a "home" and "destination" for early settlers of the West.
3. Draw tourists and area residents to support the City of San Juan Capistrano, our Chamber of Commerce, the historic downtown and the Restaurant Association.
4. Provide recognition benefits to event sponsors and underwriters in exchange for their support in order to create a mutually beneficial partnership wherein the Mission can continue to provide increasingly popular cultural and community programs which in turn provide a broader audience for said sponsors.
5. Ensure the Mission's ability to afford marketing, coordination and entertainment costs for fun yet wholesome activities for all ages which do not overly commercialize or adversely impact the fabric of this historic, peaceful, inspirational and educational community center open 363 days per year.
6. Increase the "net" raised with each event for the benefit of much needed campus-wide conservation and preservation work.

In the interest of the above stated objectives, the Mission Development Team in conjunction with the Events Department offers the following sponsorship opportunities. Benefit information is provided on the following pages. Please note: sponsorship of the Mission's annual Gala is handled separately by Barbara Beier at (949) 234-1323.

Any requests, changes or additions to the following outlined benefits must be made and agreed to by Mission staff in writing with the signatures of both parties. For this reason, we ask that you please read carefully and contact Sabrina Irsay with questions.

Sabrina Irsay
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Mission San Juan Capistrano
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AVAILABLE SPONSORSHIP LEVELS:

In-Kind Donation of Gifts or Services:

Value Provided by Donor

- ❖ Sponsor will receive a letter acknowledging their donation for tax purposes.
- ❖ Donated item or service will be used in an opportunity drawing, activity or contest.

Advertising Opportunities:

@ \$250 per name listing; @ \$500 per ad placement

- ❖ All of the above listed benefits, plus...
- ❖ Name listing (\$250) OR logo and message (\$500) projected during evening events
- ❖ Shared (\$250) OR dedicated (\$500) banner in V.I.P. section ([guest estimates, pg. 3](#))
- ❖ Two free tickets for you and a guest to attend the sponsored event
- ❖ Recognition as an Annual Community Partner, with receipt of Official Certificate
- ❖ Recognition in the Mission's Official Annual Report ([see details page 3](#))

Supporting Sponsor:

@ \$1,000 per Day Festival Date; @ \$2,000 per Evening Festival Date

- ❖ All of the above listed benefits, plus...
- ❖ Two additional free tickets (for a total of 4 tickets) to attend the sponsored event
- ❖ Business name and sponsorship announced over P.A. system by Master of Ceremonies
- ❖ Booth space at the sponsored event ([see number of guest impressions, page 3](#))
- ❖ Website, name and logo recognition on the Mission's official website ([see details, pg. 3](#))

Major Sponsor:

@ \$3,000 per Day Festival Date; @ \$6,000 per Evening Festival Date

- ❖ All of the above listed benefits, plus...
- ❖ Six additional free tickets (for a total of 10 tickets) to attend the sponsored event
- ❖ Name or logo on front gate banner up to two weeks ([see details, page 3](#))
- ❖ Sponsor recognition in newsletter and press articles for the chosen event(s)

Naming Sponsor:

@ \$6,000 per Day Festival Date; @ \$12,000 per Evening Festival Date

- ❖ All of the above listed benefits, plus...
- ❖ Reserved seating for 10 additional guests (for a total of 20 guests seated at two tables)
- ❖ V.I.P. Reception for up to 20 guests prior to evening event, including food & beverages
- ❖ Name and logo on the City Street banner ([see details on page 3](#))
- ❖ Name and logo recognition on tickets sold at the front gate on event day
- ❖ Name and logo recognition in printed program handed out at event
- ❖ Recognition in all print and broadcast media, including TV and radio ads, as available

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Logo Visibility Breakdown for Sponsors of Mission Events:

Banners

on Del Obispo: 29,400 impressions/day, 1.5 decision makers/vehicle, up to 9 days

on Ortega: 11,600 impressions/day, 1.5 decision makers/vehicle, up to 14 days

Annual Report, Community Partner List: 5,000 copies printed; 4,300 mailed to donors

Website Hits per Day: 1,500 average days; 3,000 on festival days; up to 365 days/yr.

ANNUAL MISSION EVENTS

Below is a list of events available to sponsor during 2008 and 2009

Regular Admission Daytime Festivals:

March 2009	Return of the Swallows Celebration / St. Joseph's Day Ceremony (est. 5,000 guests)	Daytime
June 2009	Battle of the Mariachis (est. 3,000 guests)	Daytime
November 2009	Founder's Day BBQ (est. 3,000 guests)	Daytime

Free Evening Festivals:

December 2008 / 2009	Christmas at the Mission (est. 3,000 guests)	Evening
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Separately Ticketed Evening Festivals:

October 25, 2008	Movie Night at the Mission (est. 300 guests)	Evening
Summer 2009	Movie Night at the Mission Series (est. 300 guests)	Evening

Please note: Expected total guest count for this seven concert festival is 10,000:

June 13, 2009	Music Under the Stars Concert	Evening
June 27, 2009	Music Under the Stars Concert	Evening
July 11, 2009	Music Under the Stars Concert	Evening
July 25, 2009	Music Under the Stars Concert	Evening
August 8, 2009	Music Under the Stars Concert	Evening
August 22, 2009	Music Under the Stars Concert	Evening
September 5, 2009	Music Under the Stars Concert	Evening

(Anticipated genres for the series include: Island, Mariachi, World, R&B, Pop, Rock and Swing)

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EVENT SPONSORSHIP STATEMENT OF AGREEMENT / PLEDGE

Name of Sponsoring Company, Individual or Organization:

(Please enter name exactly as it should appear in all printed materials)

Contact Person: _____

(Please enter name exactly as it should appear in all printed materials)

Street Address: _____

City: _____ **Zip:** _____

Telephone: _____ **Fax:** _____

Website: _____ **E-mail:** _____

How did you hear about events at the Mission? _____

A) I agree to sponsor: _____ as a (please circle):

Naming Sponsor, Major Sponsor, Supporting Sponsor or Advertising Sponsor.

? I have enclosed a check payable to Mission SJC for \$_____.

? I will mail a check payable to Mission SJC for \$_____.

? I would like invoices for ____ monthly payments of \$_____.

B) I agree to donate in-kind gifts/services of (please describe below):

_____ for the following

event(s): _____.

Sponsor or Donor Signature

Date