



WHITE PARTY WEEK™

White Party Week Sponsor Benefits

11/23 - 11/27, 2017 - www.whiteparty.org

	PRESENTING	DIAMOND	EMERALD	SAPPHIRE	RUBY	PEARL	EVENT	SUPPORTING
CASH / IN-KIND VALUE OF SPONSORSHIP	\$ 100,000.00	\$ 75,000.00	\$ 50,000.00	\$ 25,000.00	\$ 15,000.00	\$ 10,000.00	\$ 5,000.00	\$ 2,000.00
TOTAL VALUE TO SPONSOR	\$ 267,100.00	\$ 135,900.00	\$ 129,800.00	\$ 68,600.00	\$ 37,400.00	\$ 23,700.00	\$ 8,100.00	\$ 3,100.00
<i>Logo on all general White Party Week Print ads and at top of at least 20 email blasts with "YOUR NAME" presents</i>	yes							
VALUE TO SPONSOR	\$90,000.00							
<i>Exclusive named VIP area/lounge at Muscle Beach with open bar and wristband access for 50 people</i>	yes							
VALUE TO SPONSOR	\$40,000.00							
<i>Logo on national and international print ads, promotional videos, White Party website and dedicated page in the Mobile App</i>	yes	yes	yes					
VALUE TO SPONSOR	\$60,000.00	\$60,000.00	\$60,000.00					
<i>Logo incorporated into at least 20 White Party and Promotional Partner email blasts from 9/1 - 11/24 to over 70k email addresses</i>	yes	yes	yes	yes				
VALUE TO SPONSOR	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00				
<i>Logo on event specific ads the run during the week of the event (sized per level)</i>	yes	yes	yes	yes	yes			
VALUE TO SPONSOR	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00			
<i>Logo and weblink in sponsors section of White Party Week Mobile App</i>	yes	yes	yes	yes	yes	yes	yes	yes
VALUE TO SPONSOR	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
<i>Complimentary 10x10' booth(s) at Muscle Beach Party</i>	yes	yes	yes	yes	yes			
VALUE TO SPONSOR	\$5,000.00	\$5,000.00	\$2,500.00	\$2,500.00	\$2,500.00			
<i>One banner placement on permiter fence at Muscle Beach. Not to exceed 12ft long x 3ft high. Supplied by sponsor.</i>	yes	yes	yes	yes	yes	yes	yes	
VALUE TO SPONSOR	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	
<i>Logo displayed on LED panels at Muscle Beach and club events</i>	yes	yes	yes	yes	yes	yes		
VALUE TO SPONSOR	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00		
<i>Sponsor Passes - including VIP admission (where available) to all events (\$600 each)</i>	16 Sponsor Passes	14 Sponsor Passes	8 Sponsor Passes	6 Sponsor Passes	4 Sponsor Passes	2 Sponsor Passes	1 Sponsor Pass	1 Sponsor Pass
VALUE TO SPONSOR	\$9,600.00	\$8,400.00	\$4,800.00	\$3,600.00	\$2,400.00	\$1,200.00	\$600.00	\$600.00

All sponsorship levels above are noted in cash and/or in-kind values. To determine the in-kind value, multiply published / retail value by 50%. Gift certificates are treated at full retail value in addition to in-kind sponsor participation. Sponsorship benefits are time sensitive and afforded at time of a fully executed sponsorship agreement.