



HOUSE OF PACIFIC RELATIONS
75th ANNIVERSARY CELEBRATION
MAY 28 – 29, 2011
BALBOA PARK, SAN DIEGO, CA

AT A GLANCE

Introduction: The House of Pacific Relations (HPR), International Cottages, Inc. in Balboa Park, San Diego, publicly celebrate our 75th Anniversary, May 28 and 29, 2011. HPR presents, promotes and preserves the cultural heritages and friendships of 32 ethnic groups through weekend open house and Sunday programs in Balboa Park, and cultural programs throughout the region year-round. HPR is a 501c(3) organization, Tax I.D. No. 95-6080878. Visit us at: www.sdhpr.org

What: Saturday and Sunday all day food fair, entertainment and exhibitions

Where & When: Organ Pavilion and International Cottages, Saturday, May 28
International Cottages, Sunday, May 29

Audience: 50,000 over two days

Why: Proceeds benefit current, expanded and long term cultural and educational presentations and necessary improvements of the Houses of Pacific Relations. E.g. Sunday open houses, Saturday @ The Lawn, and sound equipment.

Contact: David Seid
Email: seid.david@gmail.com
Phone: 858 699-1900

Mike Richards, 75th Anniversary Chair
Hannu Mikkonen, President HRP & President House of Finland
David Seid, President House of China
Gary Jones, President House of Ireland
Water Amedee, President House of Panama
Rom Sarno, President House of the Philippines



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SPONSORSHIP OPPORTUNITY LEVELS AND BENEFITS

TITLE SPONSOR - \$50,000 to \$75,000

- Naming rights as Title Sponsor
- Web linkage to your organization on the HPR website www.sdhpr.org
- Prominent logo placement on HRP website for 2011 with 20,000 unique page views a month
- 10 feet by 10 feet tent at 75th Anniversary
- On - Stage introduction at 75th Anniversary
- Reserved seating at 75th Anniversary
- Banner on Stage
- Post 75th listing on commemorative plaque in Hall of Nations, Balboa Park
- Logo on t-shirt
- Exposure to 32 international groups
- Full page color greeting on page of choice in program book
- Name and logo in print materials
- Table of 10 seats to Fall 2011 HPR Dinner
- Tax deduction
- \$150 in food and drink vouchers



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PLATINUM - \$10,000 to \$49,999

- On - Stage introduction at 75th Anniversary
- Banner at venue
- Table of 10 seats to Fall 2011 HPR Dinner
- \$100 in food and drink vouchers

GOLD - \$5,000 to \$9,999

Same as Silver and Bronze with these additions or expansions

- 10 feet by 10 feet tent at 75th Anniversary
- Acknowledgement from Stage
- Listing on sponsor list banner at venue
- Logo on t-shirt
- Full page color greeting in program book
- Five seats to Fall 2011 HPR Dinner
- \$75 in food and drink vouchers

SILVER - \$1,001 to \$4,999

Same as Bronze with these additions or expansions

- Logo placement on HRP Website for 2011
- 10 feet by 10 feet tent at 75th Anniversary (depending on support level)
- Acknowledgement from Stage
- Reserved seating at 75th Anniversary
- Listing on sponsor list banner at venue
- Post 75th listing on commemorative plaque in Hall of Nations, Balboa Park
- Name listed on t-shirt
- Half page color greeting in program book
- Two seats to Fall 2011 HPR Dinner
- \$50 in food and drink vouchers

BRONZE - \$1,000

- Name listing on HPR website
- Name listing in print materials
- Exposure to 32 international groups
- Exposure to 50,000 Anniversary visitors
- Quarter page ad in program book
- Tax deduction
- \$25 in food and drink vouchers



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SPONSOR AND ADVERTISING INFORMATION & CONFIRMATION

HIGHLIGHTS

- 3,000 printed programs
- Large and influential audience reach

SPONSORSHIP (Includes print ad).

- Title** \$50,000 to \$75,000 (1 page ad)
- Platinum** \$10,000 - \$49,999 (1 page ad)
- Gold** \$5,000 to \$9,999 (1/2 page ad)
- Silver** - \$1,001 to \$4,999 (1/4 page ad)
- Bronze** - \$1,000

AD ONLY

- Full Page**
7.5" w x 10"h
\$1,000
- 1/2 Page**
7.5" w x 4.875"h
\$500
- 1/4 Page**
3.625"w x 4.875"h
\$250
- Business Card**
3.5"w x 2"h
\$75

INFORMATION:

Date	
Company Name	
Contact Name	
Full Address	
Phone	
Email Address	
Website	

ADVERTISING REQUIREMENTS:

1. Official program booklet dimensions are 8.5" w x 11"h
2. All ad files should be photo ready in JPG or PDF format with 300 dpi
3. Camera ready

DEADLINE: April 15, 2011 for maximum exposure; May 1, 2011 for final exposure

SEND TO: David Seid, 12002 Rue Des Amis, San Diego, CA 92131.

Please make checks payable to: **HOUSE OF PACIFIC RELATIONS**
 For information call 858 699-1900 - Email seid.david@gmail.com