



FIRST Night Escondido - 2002

“Celebrating the Magic of the Arts”

Sponsorship Opportunities

EVENT CO-PRESENTER

\$20,000

- Sponsor Name / Logo on Event Button (18,000 produced)
- Sponsor Name / Logo within design of event poster (250 produced)
- Sponsor Link from the First Night website
- Sponsor Name / Logo on all event marketing materials (program, point of sale displays, event schedules, CD, etc.)
- Sponsor Name / Logo on print and media advertisements
- Sponsorship of 1 of the 2 Main event stages
- 15' banner with sponsor name / logo displayed on stage
- 200 courtesy event buttons with attachment ribbon designating "Event Co-Presenter"
- 20 courtesy event CD's featuring First Night artists

GRAND FINALE EXTRAVAGANZA

\$10,000

Every year thousands of people gather at Broadway & Grand Avenue in downtown Escondido to participate in the countdown to midnight and to enjoy the spectacular fireworks display! Be the last memory of the year and the first one of the New Year...all at the same time!

- Sponsor Name / Logo prominently displayed on all event marketing materials (excluding event button)
- Sponsor Name / Logo on First Night website banner ad
- Sponsor Name / Logo on print and media advertisements
- Sponsor Name / Logo on Main Stage signage
- 100 courtesy event buttons with attachment ribbon designating "Grand Finale Extravaganza Sponsor"
- 10 - 11" x 17" event posters with special banner designating "Grand Finale Extravaganza Sponsor"
- 10 courtesy event CD's featuring First Night artists

MAGIC MAKERS

\$5,000

Bring the "Magic of the Arts" to one of the thirteen entertainment sites that provide First Night fun to over 18,000 attendees!

- Sponsor Name / Logo on signage at entertainment site
- Sponsor Name / Logo on event posters, schedules and programs
- Sponsor Name / Logo on First Night website
- 50 courtesy event buttons with attachment ribbon designating "Magic Maker Sponsor"
- 5 - 11" x 17" event posters with special banner designating "Magic Maker Sponsor"
- 5 courtesy event CD's featuring First Night artists

1ST NITE TEEN CLUB

\$5,000

One of the most popular event sites for First Night! Over 3,500 youths of all ages fill the California Center for the Arts, Escondido's Conference Center on New Year's Eve to celebrate in a safe, positive and alcohol-free venue while dancing to all their favorite music.

- Sponsor Name / Logo on signage at entertainment site
- Sponsor Name / Logo on event posters, schedules and programs
- Sponsor Name / Logo on First Night website
- 50 courtesy event buttons with attachment ribbon designating "1ST Nite Teen Club Sponsor"
- 5 - 11" x 17" event posters with special banner designating "1ST Nite Teen Club Sponsor"
- 5 courtesy event CD's featuring First Night artists

GRAND PROCESSIONAL PARADE SPONSOR

\$5,000

BRAND NEW to First Night Escondido! Be the first to sponsor the grand "kick-off" of the "Celebration of the Arts, our Community, and the New Year"! The processional parade will make its way to the main performing arts stage where the sponsor and local dignitaries will announce the beginning of the celebration complete with music and dance! Children and families will join the parade along with giant puppets, music makers, dancers, and more!

- Sponsor Name / Logo on 15' banner leading the parade
- Sponsor Name / Logo on processional usher outerwear
- Sponsor Name / Logo on event posters, schedules and programs
- Sponsor Name / Logo on First Night website
- 50 courtesy event buttons with attachment ribbon designating "Grand Processional Parade Sponsor"
- 5 - 11" x 17" event posters with special banner designating "Grand Processional Parade Sponsor"
- 5 courtesy event CD's featuring First Night artists

Web-Site SPONSOR

\$3,000

Talk about activity! From late summer to after the celebration the site is used for a variety of activities including the Call to Artists and vendors, announcement of button sales locations, the programming schedule for the event, event highlights with photographs, etc. The site is also linked to First Night International and over 200 First Night communities across the USA, Canada, England and New Zealand. The site will also be linked to the City of Escondido, Escondido Chamber of Commerce, Downtown Business Association and the California Center for the Arts, Escondido!

- First Night website link to sponsor's site
- Sponsor Name / Logo on event program and poster
- 30 courtesy event buttons

RESOLUTION SCULPTURES

\$2,000

This is what New Years is all about! An activity that "comes alive" and becomes an interactive celebration piece for all participants to take part in. The sponsor keeps the mailing list that is created, as participants will receive a special mid-year "reminder of their resolution".

- Sponsor Name / Logo on event signage at site of activity
- Sponsor Name / Logo in event program and poster
- Sponsor Name / Logo on event website
- 20 courtesy event buttons

NOISE MAKERS, FUNKY HATS, BELL RINGERS AND MORE!

\$1,500

Sponsor the "hands on" art, music and visual creations that are made by First Night participants of all ages in the "Wizard's Magical Creations" tent. This is one of the most popular entertainment choices for First Night attendees and is always "standing room only"!

- Sponsor Name / Logo on event signage at site of activity
- Sponsor Name in event program
- Sponsor Name on event website
- 15 courtesy event buttons



STREET SURPRISES

\$1,000

Fun, interactive, creative...storytellers, mimes, magicians, puppeteers and more! Who knows what will be found along Grand Avenue at First Night Escondido to add to the evening of fun and magic! Surprises for both the young and old at heart are sure to be discovered!

- Sponsor Name / Logo on event signage at site of activity
- Sponsor Name in event program
- Sponsor Name on event website
- 10 courtesy event buttons

FRIENDS of FIRST NIGHT

\$500

- Sponsor Name in event program
- Sponsor Name on event website
- 5 courtesy event buttons

FIRST NIGHT FAMILY

\$100

- Family name in event program
- Family name on event website
- 5 courtesy event buttons with attachment ribbon designating "First Night Family"
- 5 courtesy event CD's featuring First Night Artists
- Opportunity to participate in the Grand Processional Parade and the Grand Finale Extravaganza!

FIRST NIGHT ESCONDIDO - 2002

"Celebrating the Magic of the Arts"

EVERY DONATION, WHETHER CASH OR IN-KIND, ASSISTS FIRST

NIGHT ESCONDIDO IN PRESENTING AN EVENT WHICH CELEBRATES OUR

COMMUNITY, THE ARTS, AND THE NEW YEAR. PLEASE JOIN US IN PRESENTING A

QUALITY EVENT FOR OUR COMMUNITY AND NORTH COUNTY TO PARTICIPATE IN...

A SAFE, POSITIVE, ALCOHOL-FREE "CELEBRATION OF THE ARTS" FOR ALL AGES.

