



## SPONSORSHIP BENEFITS

Sponsors of iTropiCaliente! 2010 underwrite the event and thus provide critical funds to support the Hurley School - and your business will be noticed by thousands of South Enders and other city residents.

---

### **\$10,000 TITO PUENTE SPONSORSHIP**

- Title sponsorship prominently identified in all promotional materials
- Opportunity to speak about your company at the event
- Credited as title sponsor in press release
- Exclusivity in your industry
- Outdoor signage at event
- Prominent logo on posters & invitation
- Logo on NPBS website home page for 1 year
- Full-page color ad on inside cover of program book
- Listing on event website and in program book
- 16 tickets to the event on May 21
- Premium reserved table at the event marked by a sign with your company logo

---

### **\$5,000 CELIA CRUZ SPONSORSHIP**

- Exclusivity in your industry at this level
- Outdoor signage at event
- Prominent logo on posters & invitation
- Logo on NPBS website home page for 1 year
- Full-page color ad in program book
- Listing on event website and in program book
- 12 tickets to the event on May 21
- Reserved table at the event marked by a sign with your company logo

---

### **\$2,500 DESI ARNAZ SPONSORSHIP**

- Logo on posters & invitation
- Logo on NPBS website
- Full page black & white ad in program book
- Listing on event website and in program book
- 8 tickets to the event on May 21
- Reserved table at the event marked by a sign with your company logo

---

### **\$1,000 XAVIER CUGAT SPONSORSHIP**

- Logo on NPBS website
- Listing on posters & invitation
- Half-page black & white ad in program book
- Listing on event website and in program book
- 4 tickets to the event on May 21

---

## AUCTION DONATIONS

- All auction donors will be listed in the program book and on the event website
- Donations valued \$1,000 or more will also receive logo placement on event website and 2 tickets to the event