



The Christmas Company® 2010 Sponsorship Opportunities  
*“Home for the Holidays”*  
 November 10-14, 2010

<b>Donor Category</b>	<b>Globetrotter</b>	<b>Jet Setter</b>	<b>Adventurer</b>	<b>Voyager</b>	<b>Explorer</b>	<b>First Class</b>	<b>Frequent Flyer</b>
<b>Donation</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$100</b>
<b>Marketing</b>							
Shopping Guide Recognition	Listed as a Globetrotter Donor in the Shopping Guide	Listed as a Jet Setter Donor in the Shopping Guide	Listed as an Adventurer Donor in the Shopping Guide	Listed as a Voyager Donor in the Shopping Guide	Listed as an Explorer Donor in the Shopping Guide	Listed as a First Class Donor in the Shopping Guide	Listed as a Frequent Flyer Donor in the Shopping Guide
Shopping Guide Advertising	Comp Inside Cover or Back Page Ad*	Comp Full Page Ad	Comp 1/2 Page Ad	Comp Business Card Ad	Benefactors & Donors List	Benefactors & Donors List	Benefactors & Donors List
Media	Mention in PR Materials and Special Events Mailer	Mention in Special Events Mailer	Mention in Special Events Mailer	Mention in Special Events Mailer	NA	NA	NA
Totes	Logo on reusable totes to first 2,000 shoppers	NA	NA	NA	NA	NA	NA
Signage	On Premier Sponsor Banner	We will work to specifically tailor your Signage Package to best reflect your marketing needs					
<b>Comp Tickets</b>							
Opening Night	20	12	10	6	2	1	
General Admission	40	20	10	8	4	2	
Preferred Breakfast	20	10	6	4			
Special Events	20	10	6	4			

\*Dependent upon availability

\*\*Donor agreement must be received by Special Events Mailer print deadline. Special Events Mailer is sent to targeted database of 34,000 contacts in Southern California.

Please note that the receipt of items of value in exchange for a donation may decrease the amount of the contribution that can legally be deducted for tax purposes. Please contact your tax professional for guidance. Also, for purposes of determining sponsorship levels only, auction and “in-kind” items will generally be considered as cash donations of 50% of the fair market value of the item, at the discretion of **The Christmas Company** Steering Committee.

**THANK YOU FOR YOUR THOUGHTFUL CONSIDERATION!**

