

### **All Decked Out Fashion Show Sponsorship**

The "All Decked Out" Fashion Show is an opportunity to leverage a cause tie-in and brand your company with one of the more exciting and unique events of YachtFest. The Fashion Show is a benefit for the San Diego Armed Services YMCA, an organization that sends care packages to our troops overseas. Uniformed soldiers escort guests to the hospitality barge where professional models and representatives from San Diego service organizations walk the red-carpeted docks in the backdrop of luxurious superyachts decked in fashions provided by Saks Fifth Avenue. There are over 100 guests in attendance during this one-of-a-kind event which also features a pre-event reception with hors d'oeuvres and drinks and raffle.

#### **Fashion Show**

- Opportunity to invite up to fifteen (15) clients
- Includes full-day admission for all 15 guests (valued at \$34 each)
- Private check-in table located near YachtFest Ticket Gate
- Logo on fashion show badges
- Opportunity to provide a gift for the All Decked Out goodie bag distributed to attendees
- Logo recognition as presenting sponsor on all promotional and advertising materials for the fashion show

#### **Hospitality Barge Presence**

- Includes hosted hors d'oeuvres and beverages (alcoholic and non-alcoholic)
- Opportunity to hang two (2) banners on the hospitality barge during the fashion show (sponsor to provide banners)
- Sponsor can display collateral material on hospitality barge during fashion show
- Public address announcement thanking your company for sponsoring the fashion show

#### **Hospitality**

- Four (4) invitations (all inclusive) to the YachtFest San Diego Opening Night Party - Wednesday, September 15, 2010
  - Fully hosted event featuring fine foods, cocktails and entertainment
- Four (4) invitations (all inclusive) to the San Diego Marine Exchange Captain & Crew Party - Thursday, September 16, 2010
  - Fully hosted event featuring hosted bar, fine foods and entertainment.
- Four (4) invitations to the Sunset Rendezvous – Friday, September 17, 2010
  - Held at two locations – the Landmark Aviation Private Aircraft Hangar and the docks of YachtFest
  - 4:30 p.m. – 6:30 p.m. – Sunset Yacht Viewing & Private Tours, YachtFest
  - 6:00 p.m. – 10:00 p.m. – Aircraft & Luxury Goods Displays, Landmark Aviation Private Aircraft Hangar
  - Hosted hors d'oeuvres & cocktails served amidst the aircraft
  - Showcases the most luxurious and prestigious items of YachtFest in an elegant evening setting
- Four (4) single day YachtFest general admission tickets

#### **Advertising**

- One-quarter (¼) page ad in the YachtFest event program
- Listing in the YachtFest event program
- Logo and link on the YachtFest website

**Net Package Price: \$5,000**