



# 2010 Event Sponsorship Opportunities

Sponsoring a thinkLA event is a great way to increase your brand awareness and work in conjunction with your marketing efforts in the LA ad community.

Among other things, event sponsorships typically include linked logo placement on electronic collateral (including website and newsletters), complimentary tickets to the sponsored event and brand exposure at the event. There are also event-specific benefits, such as private VIP areas to host clients, complimentary golf 4-somes and event advertisements in Adweek Magazine.

Below you will find brief descriptions of thinkLA's 2010 events, grouped by event type. All sponsorship opportunities and dates are subject to change and are open to additional discussion.

For additional information regarding Event Sponsorship, please visit [www.thinkla.org/sponsorship](http://www.thinkla.org/sponsorship).

## Marquee Events

<u>Event</u>	<u>Time Frame</u>	<u>Sponsorship Range</u>
<p><b>The 64<sup>th</sup> Annual Spring Conference</b></p> <p>The top advertising and media leaders from Southern California attend this event. It's a working conference, with a little golf thrown in. The Annual Conference is the only event of its kind that attracts agency management, creatives and media executives from the advertising industry. The event is attended by 200 executive-level industry professionals.</p>	<p>Late April / Early May</p>	<p>\$2,500 - \$25,000 <b>PARTIALLY SOLD</b></p>
<p><b>thinkLA/AIEF Golf Day</b></p> <p>thinkLA, in partnership with Advertising Industry Emergency Fund (AIEF), hosts an annual Charity Golf Day, which helps raise money for the AIEF. The event attracts agency, media, and client management to enjoy a day out of the office at the Moorpark Country Club golf course. The event is attended by 200+ executive-level industry professionals.</p>	<p>September</p>	<p>\$250 - \$15,000 <b>PARTIALLY SOLD</b></p>

## Educational Events

<u>Event</u>	<u>Time Frame</u>	<u>Sponsorship Range</u>
<p><b>Boot Camp Training Courses</b></p> <p>thinkLA will be creating several new intensive training courses on several topics in 2010. Potential new topics include presentation skills, sales best practices, and Interactive 101 and 201. Sponsors will have an opportunity to help develop the course curriculum.</p>	<p>Throughout the year</p>	<p>\$2,500 - \$7,500 each</p>



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<b>Lunch &amp; Learn Series</b> Lunch and Learn is an intimate program (max 50 participants) that is free to members and intended to educate them on a variety of topics throughout the year. Sponsors will have an opportunity to help develop topics.	Four times annually	\$4,000 each -OR- \$12,000 exclusive
<b>Entertainment Marketing Breakfast</b> This breakfast focuses on current issues, changes and opportunities in the entertainment industry. The event is attended by 400+ professionals from the advertising, marketing, media and entertainment industries.	March	\$10,000 each <b>ONE SOLD</b>
<b>Automotive Marketing Breakfast</b> This breakfast focuses on current issues, changes and opportunities in the automotive industry. The event is attended by 400+ professionals from the advertising, marketing, media and entertainment industries.	April	\$10,000 each Three (3) available
<b>Video Gaming Breakfast</b> This breakfast focuses on current issues, changes and opportunities to advertisers in the gaming industry. The event is attended by 400+ professionals from gaming, agency and media companies.	June	\$10,000 each <b>ONE SOLD</b>
<b>Magazine Breakfast</b> This event focuses on current issues, changes and opportunities in the magazine publishing media industry. The event is attended by 250+ professionals from network, cable, agency and media companies.	September	\$10,000 each Three (3) available
<b>Motor City West</b> Motor City West is Southern California's premier Automotive advertising and marketing event. Executive-level speakers from various car companies and research companies present current trends and new ideas at this 1/2 day event. The event is attended by 400+ industry professionals.	October	\$6,000 each Six (6) available <b>TWO SOLD</b>



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## Advertising Career Days

Late October

\$500 - \$5,000

Los Angeles area advertising agencies and media companies host tours for college juniors & seniors, giving them the opportunity to experience the diverse careers that are available to them in advertising. This is a great opportunity for our industry to educate students about the real-world experience of the advertising industry and a great way for companies to recruit bright new talent. The event is attended by 200+ national college students.

## Broadcast Breakfast Panel

November

\$10,000 each

Three (3) available

This breakfast focuses on current issues, changes and opportunities in the television industry. The event is attended by 400+ professionals from network, cable, agency and media companies.

## thinkLA Interactive Technology Breakfast

November

\$10,000 each

Three (3) available

**ONE SOLD**

The Interactive Technology Breakfast focuses on current issues, changes and opportunities in the interactive landscape. The event is attended by 400+ professionals from network, cable, agency and media companies.

## Networking Events

<u>Event</u>	<u>Time Frame</u>	<u>Sponsorship Range</u>
<b>thinkLA Interactive Mixer</b>	January	\$6,000
<b>Meet the Board Mixer</b>	February	<b>SOLD</b>
<b>General Mixer</b>	March	\$6,000
<b>thinkLA Interactive Mixer</b>	June	\$6,000
<b>thinkLA Interactive Mixer</b>	September	\$6,000
<b>General Mixer</b>	October	\$6,000

## Social Events

<u>Event</u>	<u>Time Frame</u>	<u>Sponsorship Range</u>
<b>SnowJam</b>	Mid-March	\$2,500 - \$15,000
SnowJam is an annual weekend at Mammoth Mountain for skiing, snowboarding, and networking. It's a great way to conduct business on the slopes! The event is attended by 180 professionals from the advertising, marketing, media and entertainment industries.		<b>PARTIALLY SOLD</b>



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## **Poker Tournament**

May

\$5,000 - \$35,000

**PARTIALLY SOLD**

A fun industry tournament that welcomes poker players and a great opportunity to network. Proceeds from the event also benefit the Advertising Industry Emergency Fund (AIEF).

## **Schmooze Cruise**

July

\$5,000 - \$20,000

The 3<sup>rd</sup> Annual Schmooze Cruise offers the opportunity to mix and mingle on a three hour cruise around Marina del Rey. The sold out event is attended by 550 professionals from the advertising, marketing, media and entertainment industries.

## **thinkLA Interactive Summer Event**

August

\$1,500 - \$15,000

Details to be determined. The event will be an outdoor event where the LA industry can enjoy sunny CA!

## **AdJam**

September

\$2,500 - \$20,000

This annual battle of the bands event showcases Advertising Agency bands battling it out on stage to win the coveted AdJam Axe. The event is attended by 800+ professionals from the advertising, marketing, media and entertainment industries.

## **thinkLA Interactive Turkey Bowl**

November

\$5,000 - \$15,000

**PARTIALLY SOLD**

At the annual Turkey Bowl, LA's leading advertising professionals take over an alley and let loose on the lanes.

## **63<sup>rd</sup> Annual Toys for Tots Holiday Party**

Early December

\$3,500 - \$15,000

thinkLA and the Los Angeles Advertising community have been contributing to the Toys for Tots Foundation since its inception in Los Angeles in 1947. This history has led to an annual Holiday Party for the industry. The event is attended by 400+ industry professionals.

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